John Bull, September 13, 1930
Twopence.

JOHN BULL

No. 1265.
Vol. XLVIII

OVER A MILLION SALE

Anaemic? Bloodless? How could you look well?

Looks gone! Energy gone! Vitality gone! What else can you expect when your system has ceased to replenish your blood? No wonder you're weak and listless, dull and apathetic!

Yet you can regain your lost looks and lost vitality so easily and so quickly. There's a way that doctors have recommended for nearly 50 years, a pleasant, simple, certain way—the Wincarnis way.

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If you prefer to try a couple of glasses before you buy, send 4d. in stamps to cover postage to Coleman and Co., Ltd., Dept. H, Wincarnis Works, Norwich.

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THE WINE OF LIFE

Obtainable from all Wine Merchants, Licensed Chemists and Licensed Grocers. Price 5/6 and 3/3.

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SELL Tablecloths, Towels, Silk Stockings, Overalls, Men's Socks, Ties, etc. A 1,000 Bargains. The Oldest, Largest, Cheapest and Best Wholesale Firm. Write now for Catalogue B., Cochrane, Sons & Co., 2, Thomas St., Manchester.

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CHEAPEST Wholesale House for Beginners for drapery, hosiery, boots, etc. Write for free cat. —H. Marks, 69, Houndsditch, London, E.C.3.

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PROFITABLE GOODS to Sell in your spare time, every kind, good profits; 192-p. Catalogue free.—MAY (173), George St., Birmingham.

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Address: The Advertisement Manager, "John Bull," 57-59, Long Acre, London, W.C.2

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WHITECHAPEL—223-225, WHITECHAPEL ROAD, E.1.

CLAPHAM—59, 61, 63, High Street, S.W.4.

BRIGHTON—127, Queen's Rd
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READING—47, Minster St.
WATFORD—12-13, High St.
WOKING—21, The Broadway.
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BOOTS, Gent's and Ladies' Clothing, Suits, Coats, Costumes and Underwear, Carpets, Lino, Drapery, Gramophones, Bicycles, Jewellery, Watches, Clocks, China, Toys, Baby Carriages, etc.

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Largest stock in the trade. Liberal supply of samples. Highest Commission Paid. *Illustrated Coloured Catalogues.*

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WALLPAPERS.—Beautiful designs at half-price can be seen in our pattern book; by far the largest published. See what you save by purchasing from the original mail order firm. This book is sent Post Free. — Blakey, Marsh and Co. (London), Ltd., Dept. J., 32, London Road, Elephant, S.E.1.

CHEAPER WOOLS, 1d., 1½d. per oz., 6-ply Rug, 1/-. Cable, 1 lb. lb. Silky, 2½d. lb. 600 Spls. Rug Guide Free.—Scott's Wools, 184, New Bridge, Newcastle-on-Tyne.

A GRAMOPHONE Record is given FREE in exchange for coupons saved from 10 packets of 20 "PRIVATE SEAL" Cigarettes. See page 1 advt.

FILL in the coupon in the BENSON WATCH advt. on page 27 for free copy of an illustrated Catalogue and particulars of how the GOLD WATCH advertised can be obtained for ONLY 1/- DOWN.

CRAMER'S fully illustrated GRAMOPHONE Catalogue No. 45 is offered in the advt. on page 43.

READERS' attention is drawn to the HODGSON CABINET offer on page 2.

A SPECIAL offer of KIRBITONE GRAMOPHONE RECORD NEEDLES appears in the advt. on page 33.

DRESS.

BABY'S BETTER QUALITY LAYETTE, 30/-, 75 costly home-made garments. Silk and Wool Shawl, Robes, Day Gowns, Flannels, 16 Terry Napkins, Vests, 3 Barras, Wool Coats, Nightie, etc. Guaranteed the best. Over 2,000 true testimonials received. Prove the best by sending 2/- for parcel on approval, then judge yourself. Mother with 15 years' experience.—Mrs. J. Howard, 66, Dover Rd., Portsmouth. (Cash or Terms.)

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TEA AT WHOLESALE PRICES. SAVE MIDDLEMEN'S PROFITS. Indian and Ceylon Blends, 10 lb. 11/- carriage paid. Satisfaction guaranteed. Send trial order. Portway Tea Co., 72, Portway, London, E.15.

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WORMS CURED.—Artico Brand Worm Tablets are a Specialist's Positive and Permanent Cure. They cure most violent cases by calmly removing the very cause of the worm's existence. No fasting, no dieting, no interference with daily habits. Send 1/6 for generous supply, or 1½d. stamp for Free Pamphlet.—Edward Tablet Co., 24-28, Codnor, Derby.

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A WONDERFUL free book, No. A 202, is offered by MR. SHADFORTH in his advt. on page 28. In the interests of your own health and the health of your family, you should send for a copy without delay.

A FREE Sample of Cicfa," the wonderful remedy for INDIGESTION, will be sent to readers in return for the coupon in the advt. on the Back Cover. Be sure to attach your name and address and enclose 1½d. stamp for postage.

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BEST prices paid for Jewellery, Diamonds, Platinum, Old Gold and Silver. Antiques, Dentists' Plates (not Vulcanite). Valuable Property, etc. Nothing too large nor too small. Cash per return.—Bentley & Co., 10, Woodstock St., London, W.1.

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MISCELLANEOUS.

READERS can test the merits of COLGATE'S DENTAL CREAM by filling in the coupon in the advt. on page 29 for a free trial tube.

READERS' attention is drawn to the ALLINSON BREAD advt. on page 29, in which particulars of free gifts for coupons in exchange for bands from these Loaves are offered.

An Article headed "PHYSIO AND PHOTOGRAPHY" appeared in *John Bull* dated August 30, comment being made on the photographic reader-interest business. We wish to remind readers, however, that any offers of photographic equipment made through our advertisement columns are carefully investigated by us, and only advertisements of bona-fide firms are accepted for *John Bull*, amongst them being The Regent Sepia Art Studios, of 32, Shaftesbury Avenue, London, W.1, whose advertisement appeared in last week's issue.

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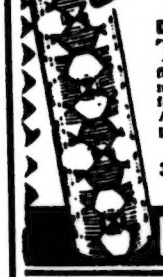

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2 Soft Woolly Blankets.
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Double Bed Size. Made for lasting wear. Complete Bale for

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6 Dessert Spoons.
6 Tea Spoons.
1 Jam Spoon.
2 Salt Spoons.
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6 Egg Spoons.
1 Pair Tongs.
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With every Canteen, patent "Quick Cut" serrated-edge Bread Knife. Knives of Firth Brearley Stainless Steel, hand ground blades, fully guaranteed. Spoons and Forks of Stainless Nickel Silver guar. to wear white throughout. Illus. leaflet on request.

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Other Models to suit all purses for cash, or from 5/9 monthly.

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The NEW DAMP & ROTPROOF FELT BASE

Beautiful Enamel Finish Linoleum Effects. Suitable for all Floors, Tile, Turkey, Floral, Bedroom and Parquetry designs. Lies flat, requires no fastening. All rolls two yards wide. FREE SAMPLES of many beautiful designs in colour on receipt of a card.

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All goods carriage paid and can be supplied cash on delivery in England, Wales, Scotland and Northern Ireland. (Irish Free State, cash with order.)

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20/-

1 Pr. Woolly Blankets, nicely bordered, size 60 in. x 80 in.

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1 Beautiful Alhambra Quilt, 68 in. x 96 in.

2 Plain Twill fully bottomed Pillow Cases, 30 in. x 30 in.

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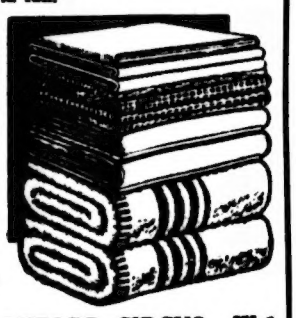

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Reliable Foot-wear Post Free.
Derby Boots and Oxford Shoes. Made on the long-life principle, these boots and shoes will give real foot comfort, keep perfect shape whilst standing hard wear.

GENUINE UNSIDE SOLES & HEELS.
Men's, 6-8, 13/6 per pair
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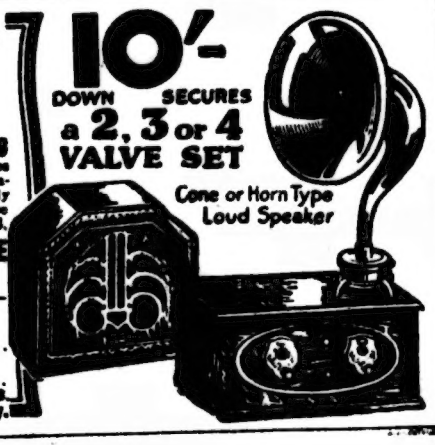

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MORE POSTAL BARGAIN OFFERS appear on PAGE 12

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"If you see it in 'John Bull,' it is so"

A victim of "foolish revenge"

Hearst and Secret History—
A Mystery Mischief Club—
Midget Golf Warning

A RELIABLE special correspondent of JOHN BULL gives this entirely new explanation of the expulsion of Mr. Randolph Hearst, the American newspaper owner, from France.

The secret draft of the Anglo-French Naval Pact was, it is affirmed, given to Mme. Berthelot, the wife of the Permanent Head of the French Foreign Office.

* * *

M. Berthelot wanted to kill the Naval Pact—though the French Government of the day was in favour of it—and the best way was by exposing the secret.

Mr. Horan, the representative of the Hearst Press in Paris, received the document—and then the cauldron boiled over.

* * *

Though Mr. Horan was expelled, Mr. Hearst rightly took full responsibility for the disclosure. He had secured what was regarded in America as a gigantic journalist "scoop."

But M. Tardieu, the French Premier, was waiting for Mr. Hearst, and he secured the rather foolish revenge of casting the American out of France.

* * *

It is not the first time a powerful French officialdom has gone against the policy of its Government.

This version of the incident is quite different from the original—that Mr. Horan connived with some lower French official.

Secret society

We call the attention of the Irish Free State authorities to the existence in London, in the neighbourhood of Brixton, of a Roger Casement Sinn Fein Club, a secret society determined to do something or other to hinder the existing Irish Constitution.

The continuation of such an organisation in England cannot be tolerated, even by those who regard Ireland not as a Dominion, but a friendly Power.

As a fact, the Irish never believed in Casement. Who are at the back of the secret society?

In a mysterious way

Some time ago we stated exclusively that the Air Ministry had no intention of making an official attack on the world air-speed record held by Great Britain.

Despite persistent reports to the contrary, we are able to say that the Ministry's attitude remains unchanged.

But behind the scenes Lord Thomson and his department are determined that everything possible shall be done to keep the Schneider Trophy in England.

Although the present trials at Felixstowe are "research work," the world record may be broken by a few miles unofficially.

We are confident that the Ministry will hand over to private challengers a machine fast enough to hold the rest of the world at bay in the next Schneider race.

Eyes on the Argentine

The disturbances in South America are of more importance to Great Britain than the man in the street realises.

President Irogoyen, of the Argentine Republic, has just arranged a vast loan with certain financial houses in London, by means of which many millions of British capital will be advanced for extensive development schemes in the republic.

If the President is "unseated," the deals would fall through, and events are being watched with anxious eyes.

Right up-to-date

Important reforms in connection with the marketing of fresh fish will be introduced during the coming season.

Valuable time will be saved in the transport of catches by a service of specially-built trawlers between the fishing fleets and the home ports.

Up-to-the-minute cold-storage facilities have been contrived, and the result will be a general quickening-up of the discharge of catches.

In Amy's footsteps

Amy Johnson has certainly set the pace. No fewer than six expeditions determined to lower the Hinckler record to Australia will leave this country shortly.

Modern improvements in comfort, range without re-fuelling, and speed, in the latest light aeroplanes, should combine to help smash a British record that has stood since 1928.

One well-known woman is included in the candidates for honours, but the masculine element is so strong in skill and experience that her chances are not fancied.

Well done, Lancashire!

Things are looking up in Lancashire. Grit and perseverance have worked wonders.

After long and patient research into foreign requirements, the Lancashire Cotton Corporation finds itself able to make a big reduction in the price of yarns particularly suitable for weaving into cloths of a type popular in India and the East generally.

Lancashire has suffered more severely in these markets than in any other part of the world, Japan proving a most formidable competitor.

The action of the corporation, however, promises to result in the recapture of almost the whole of the lost business.

Britain leads again

Early next year Imperial Airways will start its London-Cape Town service. The machines—aeroplanes and flying-boats—will be 40-seater, and the most up-to-date luxury planes in existence for commercial flying.

With the existing India service, Imperial Airways will thus be operating the two most hazardous flying routes in the world. That it will do this successfully, goes without saying.

It is the most efficient air organisation in the world.

Hops and horrors

We are sick and tired of reading and hearing sloppy rubbish about the romantic lives of the "hoppers" in the hopfields.

The truth is that men, women and children are herded together under conditions that a slum-dweller would abhor. They are "sweated" for long hours for a miserable wage.

"V.A.D." workers in the hopfields, who include Miss Diana Churchill, daughter of the ex-Chancellor of the Exchequer, could tell a sorry tale.

The evil should be stamped out. The British hop-growing industry enjoys the benefit of a protective tariff. It can well afford to do the decent thing.

'Ware golf flotations

Certain company promoters in the City are eagerly watching the growth of the miniature golf craze.

If the improvement in stock markets, which has taken place recently, continues, they hope to have the opportunity of floating several new companies to develop miniature golf.

This is a case where the Stock Exchange should be on its guard. Miniature golf may have come to stay, in which case no doubt big profits may be earned, but on the other hand its popularity may prove only temporary.

Scrap them!

There are times when destruction is constructive, and the Board of Trade is realising that outworn British ships should be scrapped at home instead of being sold cheaply to foreigners, manned by cheap labour, and used in competition against us.

A bold scrapping policy, on the lines America adopts with cars, would naturally involve some sort of Government assistance for shipowners, but the money would be well spent, as the result would be a boon to idle shipyards and the unemployed.

A departmental committee of the Board of Trade is considering the whole question. We hope it will not end in talk.

Non-stop Prince

The Prince of Wales is to-day one of the busiest men in Britain. He has contracted a record number of engagements for the autumn, so many, in fact, that he has had to curtail his holiday.

For the remainder of the month he will be engaged in attending to his personal affairs and those of his estates, his next big public appearance being the reception of the Dominion Prime Ministers at the Imperial Conference.

Much of his time will be devoted to familiarising himself with the Empire Marketing Board, prior to his departure next year as Britain's "trade ambassador" to the Argentine.

We said so

The attack on the wages of German miners predicted recently in JOHN BULL has now been launched.

The existing agreement is to be terminated and a 10 per cent. cut demanded. Unemployment has crippled the resistance of the workers, and it seems inevitable that the owners will get their way.

This development may react on the position here when wage discussions arising out of the operation of the 7½-hour day take place shortly.

It may also have its effect on the proposed coal alliance between Britain and Germany, exclusive details of which were given in JOHN BULL last week.

Sunk!

All is not well with the German shipyards.

Following the action of Dutch owners in refusing to accept delivery of German-built colliers on the grounds of unseaworthiness, a Norwegian shipping company has now returned two "express" liners.

It has succeeded in convincing the German courts that the vessels do not reach the contract standard.

The delay, legal charges, costs of chartering other vessels and re-engining the liners will involve serious loss to the builders who so unsuccessfully undercut our tenders.

British ships, you see, are still worth paying for.

Lose this list!

Germany is speculating whether the birthday of its President, Von Hindenburg, will again be ignored by the British Government.

President—but still a "War Criminal"

According to the courtesy rules of international countries the event, which will be celebrated throughout Germany, should be the subject of official congratulations from friendly Powers.

But Hindenburg still figures in the "War Criminals" list which became famous at the time of the Peace Treaty.

When will this useless and spiteful list be scrapped?

Making workers

Nearly ten thousand boys and girls are now required to attend instructional centres as one condition of unemployment allowance.

The youngsters are kept exempt from deteriorating street-corner influences, and are taught useful occupations which lead, in many cases, to permanent jobs.

They attend the centres for from fifteen to thirty hours each week, so that they are still left with sufficient time in which to seek work.

A splendid, "dole"-destroying scheme.

Ole Man River

We should like to know a little more about Big Chief White Horse Eagle, a man of 108, who has been received by all the crowned heads of Europe and all the Presidents of America since Lincoln!

He lectures on peace, has recently raised the Mayor and Mayoress of Ealing to the rank of chief and princess, with a touch of his tomahawk.

Incidentally he hawks his photograph at five bob a time.

Why haven't we heard about the wonderful fellow before.

Not so dusty!

Some little while ago the Cheltenham Corporation commanded its dustmen to cease "totting." That is to say, there was to be no more searching of rubbish for rags, bones, bottles and other saleable perquisites.

The move was a hygienic one, but it meant the loss to the men of a useful source of income.

We are glad to hear that the council has now done the right thing and compensated the men for the loss of a traditional right by granting a "rise" of 3s. a week.

Whose dirty work?

We should like to know why wooden crosses and stone monuments have been taken from graves in Lodge Hill Cemetery, Selly Oak, Birmingham, and thrown on a dump.

This seems to us to be sacrilege and a callous outrage on the feelings of the relatives of the dead.

Does somebody want the relatives to buy stones from a favoured source?

New political "star"

A Minister who will be very much in the political limelight when the House reassembles is Dr. Christopher Addison.

"If You See It—" *continued*

A man of coming moment

He will lay before Parliament a big agricultural programme that will be among the most important legislation of the session.

The Government is anxious to aid agriculture while alleviating unemployment, and it will aim steadily at increasing the depleted rural population.

Special attention will be devoted to small holdings, and selected unemployed workers will be settled on the land under conditions which will enable them to earn a decent living.

It will also be part of the Government's policy to bring agricultural workers within the scope of unemployment insurance.

For valour

We have to record the deed of a hero.

A Rochdale saddler found the motor-cars too much for him: he got no work. But the saddler's trade was the only one he knew. And he was sixty-four.

Nevertheless, he tried to get work in a mill, and, after many rebuffs, succeeded. He started to learn woollen-weaving, and within two weeks they put him on a loom by himself.

He has been weaving ever since, and that is for three years.

We take off our hat to such a splendid trier.

A blot on Glasgow

Glasgow is a go-ahead city. But its slums are a disgrace.

There are large areas in which the gas burns day and night on murky stairways, where the rats run riot, where disease germs breed freely, where there are ash-pits on the stairs.

A common sight is the ambulance taking infectious cases to hospital. The death-rate is appalling.

There are housing schemes. Oh, yes! But the slum people don't get housed.

There are housing reformers who are going to raise Cain when they get on the council. And, when they do, they aren't able!

Who will remove this curse from the soul of Glasgow?

An old friend

Readers of JOHN BULL have not forgotten the powerful sincerity of the articles contributed to these columns by Mr. Philip Inman, superintendent of Charing Cross Hospital.

They can now, if they choose, sample more human documents from his pen.

His new book, "The Silent Loom," packed with stories grave and gay, is remarkable value for a few shillings, and its glimpses of life in a great national hospital are both fascinating and faithful.

Whose England?

Following change of ownership of some Bromley (Kent) property, public access to Frith Wood, at Cudham, has been denied.

But through the wood is a footpath, traversing beautiful scenery, and used by the public for over a hundred years.

Enraged inhabitants have forcibly removed the notices marked "Private," and, in consequence, writs have been issued against four local residents.

Help, financial and otherwise, is asked by the Bromley District Commons and Footpath Preservation Society to defend the four protestors and guard this ancient right.

Tell the public

The case of Guardsman Massey, whose court-martial sentence for alleged theft was annulled by the Judge Advocate-General, calls for reformatory comment.

The mere announcement that the man was returned to duty is not sufficient.

Court-martial proceedings are quashed mainly for technical reasons which do not affect the merits of cases. There are others where the evidence is sufficient.

In civil cases the judges give definite reasons when they quash convictions, and the positions of parties are quite clear.

JOHN BULL suggests to the War Minister that the rules of procedure badly need amendment.

Hard Roe

Roe, of 15, Strand, London, advertises flats at 15s. and 18s. As the normal price is 25s. and 30s. many apply.

They are told that 10s. must be paid in advance, and a further 10s. for a permit to view the flats. And no refund if not suited.

This is a barefaced ramp.

Again that Board

A reader has questioned our statement that a certified lunatic can demand independent medical examination, and, if found sane, immediately released.

It is stated that this independent medical scrutiny has been refused by the Board of Control in the case of Arthur M. Martin, No. 4374, Bexley Mental Hospital, Kent.

We want to know if the lawful demand of Mr. Martin has been refused. It is sad that the alleged lunatic has no friend.

But in this case, the law and JOHN BULL are on his side.

Magistrate's apology

In our issue of August 2 we addressed a "Candid Communication" to Mr. N. Laski, magistrate, Manchester City Court.

Our letter was based upon some criticism which the magistrate had made from the bench of the action of Dr. J. N. Laing, police surgeon, who had not attended to examine a man charged with being drunk.

On August 8 Mr. Laski stated in open court that he had since learned that Dr. Laing was under no obligation to attend in this case, and tendered to him his sincere apologies.

Needless to say, we wish to do the same, and to express to the doctor our regret for any annoyance the letter may have caused him.

Worth following

Our Football Expert has opened his season's forecasts with a sound start.

For the matches played on August 30 he registered 33 correct results out of 54, while four out of five of his special selections, coded in the *Daily Herald* and *Sporting Life*, proved accurate.

Watch him as the season advances.

A.D. 1930!

It was not the Black Hole of Calcutta. It was Stratford-on-Avon Workhouse.

There, on a blazing hot Sunday, twenty-four "casuals" were kept locked up all day with the windows shut.

Why? Oh, it's the custom there every Sunday. It would require a big staff to watch them in the yard, and the Master evidently cannot put them on their honour.

Douglas Telfer broke the window of his cell as a protest. And to signify the same in the usual manner, the Stratford Bench sent him to quod for a fortnight.

Well, he'll be better treated there.

Please, Mr. Graham

The various coal-mining areas are now setting up marketing schemes under the new Coal Mines Act, and details are being sent to the President of the Board of Trade for his approval.

He can ensure a straight deal

Before giving his sanction he is supposed to see that mine-owners are not using their privileged position as members of a monopolist combine to exploit the consumer.

We urge Mr. Graham not to entrust this task to officials. If, with his Scottish astuteness and expert economic knowledge he will personally run his eye over these schemes, we shall all feel that we are getting a straight deal.

Rubbing it in

Mr. Richardson, manager of Horden (County Durham) employment exchange, has employed two schoolboys of seventeen, one his own son, as temporary clerks at £1 a week, to cope with the rush of unemployment.

Many of the thousands of miners signing the register are men of sound educational acquirements; nearly all of them are of good character.

But they must draw the "dole," and endure the inquisition of these two schoolboys.

Homes for heroes

Leonard Elliott, an ex-Service man, with a delicate wife and five small children, was ejected from his farm cottage at Hayes, Kent, on ceasing to work for the farmer.

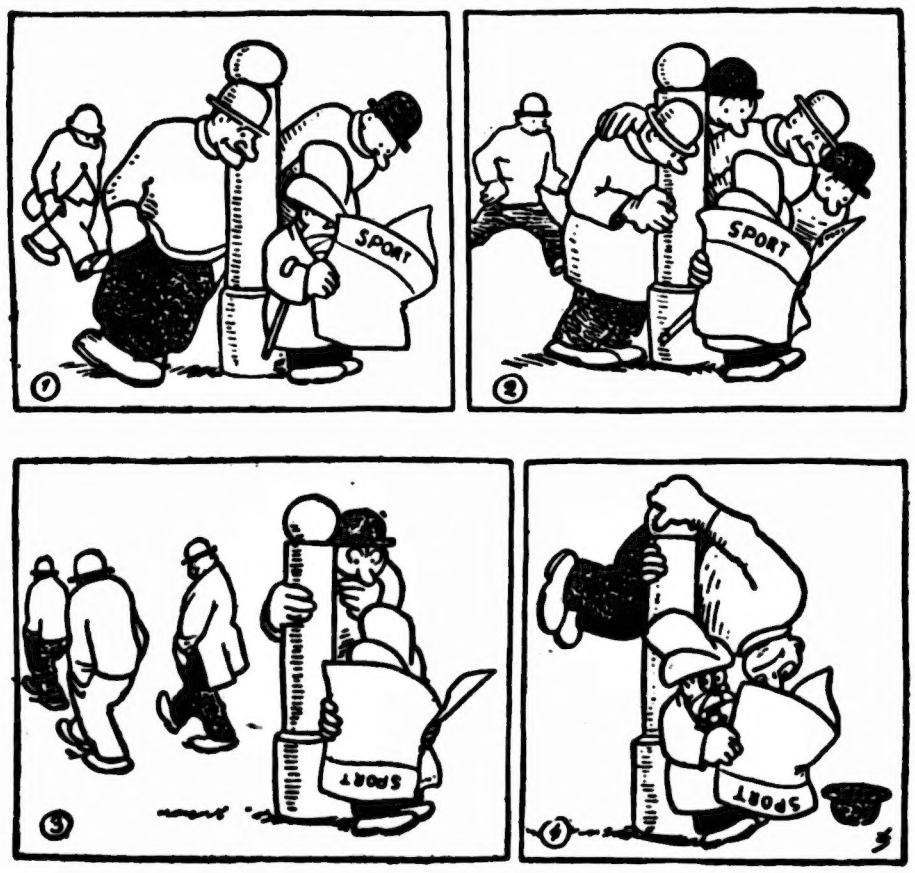
Unable to get accommodation, he adopted the ruse of asking the owner of a cottage "closed for repairs" to store his furniture there—and then moved in.

The good-hearted owner completed the repairs, and then applied for an opening order, which was refused.

In fact, the owner, a working man, has been fined £5 and £3 3s. costs by the Bromley Bench for not turning the family into the street.

What a shabby business.

ADAMSON— —Left at the Post



AN OPTIMIST comes home

by A. J. T. Taylor,

the Prominent Industrialist

WHY do we as a nation continually decry ourselves? Has it ever helped us to sell a single product or increase one iota our national prestige abroad?

Suppose the great London stores used their advertising space in the Press, even for a week, lamenting their poor business, their excessive rates and taxes, the iniquitous competition and the low state of affairs in general all round.

We would rightly say that they had either lost their senses or were indulging a subtle type of advertising extremely hard to understand.

Yet, nationally, we engage in this sort of thing with apparent gusto.

I have just returned from a coast-to-coast tour of Canada. I found, without exception, that Canadians do not understand our morbid self-depreciation. They take it seriously because they are surrounded by influences where exactly the reverse policy is being pursued.

Is it not time we began to look for the bright spots in British industry?

We have our unemployment problem as every other exporting country has. But have we not also a hundred well-run, prosperous industries?

We still export the largest amount of manufactured goods in the world.

Played out—!

I WOULD invite the pessimist to take a trip for instance, to the Slough district. They would be amazed to find the number of new factories there, each doing a profitable business and each well contented with its prospects.

Another trip down the Thames to below Tilbury should prove a revelation. The industrial developments are imposing and increasing. They display no sign that England is played out.

We have, I agree, factories that are entirely out of date and unequipped to meet modern competition, but every country has obsolete factories, some with far less excuse.

In many markets, Britain is not only meeting powerful competition, but driving it out. This is notably true of our great dye-making industry, which only came into existence on its present scale after the war.

Our electrical and shipbuilding industries are maintaining a world supremacy. In the aircraft industry our engines and light aeroplanes are achieving mastery of all available markets.

Our latest airships are to be the models for the Zeppelins about to be built in Germany, and we are clearly leading her in this important business.

Further to these examples of prosperity, there is obvious evidence to support the conclusion that Britain is in process of becoming a powerful magnet to some of the largest foreign manufacturers in the world.

It is a fact that this country offers manufacturing opportunities of an exceptional character, and although we are fighting an unemployment problem of special gravity—since it concerns the best labour supply, both skilled and unskilled, in the world—our manufacturing conditions remain unexcelled.

I know of American industrialists who are coming here to manufacture machinery. They are astounded on investigation at the efficiency of our men and women workers.

Better, girl for girl

TWO years ago a German factory set up a branch here. The directors found to their surprise that although the wages paid to their girls in Britain were higher than those paid for the same work on the Continent, there was a substantially less labour cost per article turned out here, owing to the larger output of the individual employee.

Our factory women and girls are remarkably efficient, and show a larger output per worker and a higher degree of contentment and stability than in any other country.

French and Scandinavian enterprises are to be found building factories here based on their accumulated experience gathered in other parts of the world.

In most cases foreign manufacturers are establishing new factories here, and are not adapting old ones.

We are, first and foremost, a nation of craftsmen, and that might explain why we are shipping to the United States to-day special machinery at a good profit, despite a high tariff wall, and to the satisfaction of everyone concerned.

American manufacturers are gradually realising that this country is the place to build certain fine tools for use in their own country, because they can be produced here better and cheaper.

A greater factor in our favour is the extremely small labour turnover in a well-established, efficiently-run British factory, resulting in economies from the avoidance of unskilled, untrained workers.

This feature of stability is an essentially British characteristic, and gives us a clear advantage over our competitors. Our labour is varied and ample, all-British to the backbone, and speaking one language.

Compare with this certain American conditions, for example, where factory notices have to be printed in six languages.

And our weather conditions are splendid, requiring neither expensive factory buildings to withstand snow loads nor costly heating systems.

But what is of paramount importance——although few of the pessimists seem to have heard of it—is our advantage of marketing goods labelled "British."

The finest tag

NOW this advantage cannot be overestimated in importance.

Given three identical articles manufactured in, say, the United States, Germany and Britain, and assuming that in each case the same expenditure is made in marketing, the produce branded "Made in Great Britain" will be sold in the largest quantities.

"British" is a hall-mark not only of quality but of other subtle and intangible things that make the sale of a British product easier in the markets of the world than a similar product manufactured elsewhere.

This means that articles of British origin have what expert marketers call a high "consumers' acceptance," much better received and easier sold than any similar product from any other nation.

Call this "goodwill" or whatever you like. It is a distinct and valuable advantage, however termed.

There are, unfortunately, many people who are misled into wrong thinking over certain aspects of the British industrial situation to-day.

We hear a good deal about meeting our difficulties by cutting wages.

Low wages may make for temporary advantage in manufacture, but they lead inevitably to trouble, as some of our European competitors are beginning to discover.

Contented and happy workers are eventually an essential part of our economical production.

No country has workers that are more amenable to decent treatment than our own.

Tell the world

THERE are many ways of lessening unemployment in those industrial areas where slack times predominate, but one of the best, which we might follow, is that practised in the United States and Canada.

When in these countries an industrial centre suffers a bad time every effort is made to attract new industries within its borders.

We should do the same.

I have never been able to understand why Great Britain should want to encourage the emigration of her skilled workers—the finest in the world—established here under such ideal conditions.

Surely, it would be better if we set out to invite into this country a group of, let us say, a hundred industrialists with their initiative and experience and some of their money, if it were the cause of employing 10,000 or so British workpeople?

We have everything to offer—splendid transport systems by water, rail and road, unexcelled shipping, insurance and banking facilities, and the advantage of producing in a country which has by far the longest industrial experience.

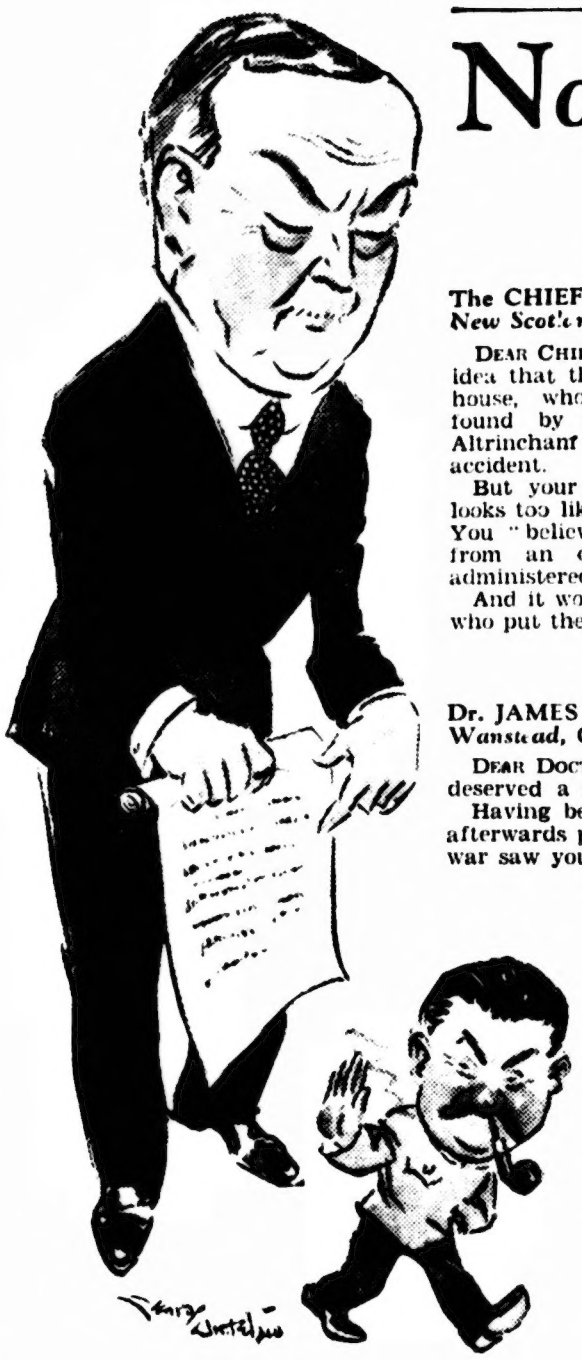
These advantages need more publicity.

I can see no need for pessimism in Great Britain to-day.

CANDID COMMUNICATIONS

Now Then, UNCLE ARTHUR!

That Painful Parson—Cricket and Cranks
The Hospital of Hope



The CHIEF COMMISSIONER,
New Scotland Yard, London, S.W.

DEAR CHIEF,—From the first I had an idea that the death of Carrie Whitehouse, whose semi-nude body was found by the side of the Gatley-Altrinchanf Road, was the result of an accident.

But your acceptance of this theory looks too like throwing up the sponge. You "believe" that the woman died from an overdose of cocaine self-administered. But you don't know.

And it won't do. You must find out who put the body there.

JOHN BULL.

Dr. JAMES GODDING, O.B.E.,
Wanstead, Crawley Down, Sussex

DEAR DOCTOR,—Few men have better deserved a quiet time than you.

Having been called to the Bar, you afterwards practised as a doctor. The war saw you until 1917 on active service in France and Egypt in command of a London battalion, and then in charge of the largest military hospital in Egypt. You were four times mentioned in despatches.

Most men would have then thought they deserved a rest. But you have in post-war years led a most strenuous life as medical officer of the Port of London Authority, only now retiring at the age of sixty-eight.

And now probably you will take up flying or agriculture. You are that sort of man.

JOHN BULL.

Mr. W. FINDLAY,
Secretary, Marylebone Cricket Club

DEAR SIR,—Early next month you will be considering the reports from clubs that have experimented with the larger wicket. Don't waste your time on that. We need larger bowlers and batsmen.

Otherwise I should be tempted to suggest that we should have a small wicket when Grimmett is bowling and a big one when Bradman is batting.

Hang the size of the wicket. Let's get on with the game.

JOHN BULL.

Captain G. F. BOWES-LYON,
Redbourn House, Redbourn, Hants

DEAR CAPTAIN,—With you, I regard as monstrous the action of the Hemel Hempstead Public Assistance Committee in renaming the old workhouse, now an "institution," as "Redbourn House."

That name is yours by right of long usage, and when the committee had a free choice of the Gazetteer, it seems a wanton insult that they should first pick it and then stick to the name of your house.

I do not often uphold the aristocracy, but this is a case of bureaucracy gone mad.

JOHN BULL.

Rt. Hon. ARTHUR HENDERSON,
Geneva

DEAR FOREIGN SECRETARY,—You have a glorious opportunity, now you are representing us on the League of Nations, to clear up the Lena Goldfields scandal and the whole subject of commercial relations with Russia.

Britain heartily desires to continue trade with Russia—I have always plumped for it—but this is a very serious wobble.

The Lena award of £13,000,000 is mere justice. The half-scornful repudiation by Stalin must have very grave effects on trade between two great countries, and hands a weapon to those who would like to see Russia isolated.

Speak out plainly, as Snowden did at The Hague. You must demand that the League brings economic pressure to bear on Russia.

If the League cannot deal with this kind of difficulty, what is the use of it?

We look to you to act boldly and firmly.

JOHN BULL.

The Rev. T. ROSE PRICE,
All Saints Vicarage, Halifax

NOT VERY REVEREND SIR,—Clergymen have been suspended for using strong language. As a layman I must rebuke you for a worse offence.

Riding in Saville Park, you found that a boy's dog was a nuisance. Perhaps it was. But you acted madly.

You rode at the boy until finally he collapsed and fell in a fit. You—shame upon you—said, "Serve him right," and rode away.

Even in court you said that you would do the same to-morrow.

The fine of £2 5s. imposed by the Halifax magistrates was quite inadequate.

JOHN BULL.

STRAIGHT from the Shoulder

SIR W. JOWITT: "Men in the future will work only three days in the week."
Then they will go to the devil in the other four.

* * *

WILHELMINA STITCH: "Married life is a partnership."
But not merely a sleeping partnership.

* * *

E. T. CAMPBELL, M.P. for Bromley: "I attribute my success to the disgust of the electorate."
Very modest. And very true.

* * *

DAVID LLOYD GEORGE: "We do not want to live on each other's washing."
Not even of dirty linen—in public. But we might exchange washing for farm produce, and so on.

The SECRETARY,
Queen Charlotte's Hospital, London

DEAR MR. SECRETARY,—I am interested to learn from your annual report that out of 2,360 in-patients last year, 1,916 were married women and 444 were single women with their first child.

The work you do is a standing rebuke to those who are ever ready to cast stones at unmarried mothers for you do not even demand payment if the girl brought to bed by love but wisely but too well cannot afford it.

You are well situated in the parish of Saint Mary the Good, with Princess Mary as a patron.

JOHN BULL.

Detective-Lieut. P. T. MACKAY,
Southern Police, Glasgow

DEAR SIR,—Let me congratulate you on running to earth Frederick Browder, who committed a daylight robbery on a Govan post-office.

A number of reputable witnesses identified a certain Dundonian as the culprit, and he and a young English racing-man who was in his company were committed.

But you were not satisfied. And after long search you found the true criminal, who was the double of the accused man.

This is all of a piece with your notable career as a detective, in the course of which you have arrested thousands of criminals.

But the saving of innocent men pleases you—and me—most of all.

JOHN BULL.

Miss KATHLEEN LOWTHER,
High Street, Hull

DEAR KATHLEEN,—It was very brave and clever of you to threaten the two burglars with a bottle of disinfectant, and tell them it was corrosive fluid.

You were alone in the kitchenette (and only your mother besides in the flat) when the men climbed into the room. But you faced them, and routed them.

You say you were frightened. But there, my dear Kathleen, heroes and heroines always are.

JOHN BULL.

Not from the B.B.C.—Sir James Barrie, at the Tobacco Exhibition, and—

The Wide World's SWEETHEART

IN days of old, before the birth
Of Wendy or of Peter Pan,
E'er Crichton had displayed his worth,
Or Little Mary lived her span,
My first love, which shall be my last,
I wrote of with an ardour keen,
And worship now, as in the past,
My Lady Nicotine.

Her lovers in those early days
Were not as numerous as now,
When many millions chant her praise,
And members of both sexes bow
About her footsteps, finding care
Departs and is by joy serene
Replaced when they their troubles share
With Lady Nicotine.

Rugged Scottish honesty compels me to admit that it was not I who brought the blessing of tobacco to the Sassenach—a gentleman named Raleigh having anticipated me by a few centuries.

But as the only begetter of my Lady Nicotine, I am entitled to speak of her when an International Tobacco Exhibition is being held in her honour at the White City, commencing to-day (Saturday).

In a way this young person is even more remarkable than my other brain child, Peter Pan. He is merely a boy who refuses to grow up, while she is a girl who grows younger with the years.

This is a not uncommon feminine characteristic; but few members of her sex have cultivated it so successfully as my Lady Nicotine, who, despite stern decrees against juvenile smoking, is just as likely to be fourteen as forty.

When I first fell in love with Nicotine she was looked upon as a hussy unfit for polite society. If one wanted to commune with her one had to don a ridiculous velvet jacket and an even more preposterous cap, and sneak off to an obscure "den."

Nobody then imagined that she would one day be admitted to drawing-rooms and theatres, and gain the friendship of haughty duchesses and saintly bishops.

The change has come about very largely because her war services won all hearts.

She was a comfort to the wounded, an inspiration to the fighting man, and a solace to the women who worked and waited at home.

So nowadays duke's son and cook's son—not to mention their wives, daughters, sisters and maiden aunts—sing her praises.

Britons of the Bulldog breed
Join with poor benighted foreigners
In their worship of the weed—
Coffin-nails or Coroner-Coroners,
Gaspers, twofers, what-you-will—
Ev'ry week a new brand hatches,
And its devotee will still
Smoke while he can borrow matches.

All burn incense at your shrine,
Though the process leaves us poorer
By the price, O lady mine,
Of full many a Stinkadora.
Flappers, youngsters, have a cut,
Even though the first puffs choke 'em!
Worries vanish if we but
Put 'em in a pipe and smoke 'em!

A HOT BRICK for the FLAG-WAGGERS

TRADE policy will be the main issue at the next General Election. Mr. Bevin's outline of Labour's new commonwealth plan is of more than passing importance, for it is likely to form the basis of the Government's policy.

It brings a new element into international politics.

Our distinguished contributor, Mr. A. G. Gardiner, glimpses into it a new and hopeful sign of constructive statesmanship.

Taking the long and broad view, we endorse his opinion.

by

A. G. GARDINER

MR. ERNEST BEVIN and the Trade Union Congress have given a galvanic shock to the political world.

Lord Beaverbrook and Lord Rothermere raised a whoop of triumph, and metaphorically threw their arms round the neck of Mr. Bevin, acclaiming him and the Labour Party as brands snatched from the burning and as converts to Protection and Empire Free Trade.

The Liberals, on the other hand, were shocked at what seemed to them like a right-about face of Labour on the fiscal and Imperial issue.

Their agony was not mitigated by the fact that Mr. Bevin described Empire Free Trade as the craziest idea that "had ever been submitted to intelligent people."

Both the ecstacies of Lord Beaverbrook and the lamentations of the Liberals seem to me premature and mistaken

Coal spectre

But they were certainly intelligible, for at a first reading the acceptance by the T.U.C. of its Economic Committee's report on Empire trade suggested that, if organised Labour had not gone over, lock, stock and barrel, to the Crusaders, it was at least well on the way to doing so.

This view indeed was widely expressed in the conference itself, and by no one more emphatically than by Mr. Davies, the representative of the miners, who were among the powerful minority who opposed the adoption of the report.

The reason for the alarm of the miners is apparent. If an Empire fiscal union is set up, with protective tariffs against the outsider, no industry will be dealt a heavier blow than the mining industry.

For the whole purpose of an Imperial fiscal union is to put an embargo on world trade, to handicap it, limit it, discourage it in the interests of Imperial trade.

Now, the coal industry is a world industry. We send a vast tonnage of coal to foreign countries: a small tonnage to British overseas countries.

In 1928 the value of our coal exports to foreign countries was £34,719,124; the value of our coal exports to all the Dominions, including protectorates and mandated areas, was £4,339,610. (I quote from the official Board of Trade returns.)

Empty ships

In other words, for every sovereign we received for coal from the overseas Empire we received nearly £9 from foreign countries. Our ability to hold these foreign markets is dependent on what we buy as much as on what we sell.

Let me give an illustration from the case of the Argentine.

I was talking the other day to the director of a Yorkshire colliery company, who said his firm exported coal last year to the Argentine to the value of £100,000; to Australia it exported nothing.

He explained that he was able to keep this export trade with the Argentine because the freights were low. They were low because the ships that took out the coal brought back wheat and meat.

If we lost this return freight the coal would have to pay double freight, out and home, and the difference

"This scheme should arouse our enthusiastic approval"

would make it impossible to sell at a profit to the Argentine.

But the Argentine is not in the Empire. It is a foreign country; one of the best customers we have in the world, but a foreign country.

Under "Empire Free Trade" we should raise a tariff wall against her wheat and meat. And in doing so we should wipe out our export coal trade with her people.

No wonder Mr. Davies took fright at the mere suggestion that Labour was coming down on the side of Lord Beaverbrook.

And the case of coal does not stand alone. Most of our export industries live by world trade, and if we shut out the imports of our customers we shall strangle the export trade we do with them.

A German groan

That is one aspect of this question. There are many others.

There is the sensational evidence that is accumulating in these days that tariffs do not protect.

The collapse of German agriculture is a case in point. For two years Germany has pursued a "grain policy" which has aimed at making the home grower more prosperous by increasing the duties on imported competitive produce.

These duties have now reached a level which, says a German agricultural writer, neither the farmer nor the consumer would have thought possible.

With what result? The system has collapsed. The internal price of rye has fallen below the level that obtained before the high protective policy was inaugurated, and the whole agricultural community is bankrupt.

Down—and down

37,000 Prussian farmers are filing bankruptcy petitions as a demonstration of the desperate state of agriculture.

Not less full of warning is the case of Australia, a potentially rich country brought to financial catastrophe by high tariffs. It has carried protection to the point of prohibition, and now does not know which way to turn to meet its debts or pay its way.

Its last desperate plunge into high protection has proved fatal.

It was estimated that the prohibitory tariff brought in this year by Mr. Scullin would mean a decline of only £2,000,000 in its Customs revenue for the financial year.

Two months—July and August—have passed and the decline is already £3,364,000—that is nearly a million and a half more than was anticipated for the whole year!

BREAD AND BUTTER

LATEST official reports show that Holland, almost the only wholly Free Trade country in Europe, is relatively the most prosperous.

Unemployment is very slight, and exports are comparatively with imports the highest.

Orders are well booked up, and banking dividends equal those of 1928 and 1929.

Holland ranks well among countries with the highest income per head, and she has money to lend to other countries.

The country is run on bread-and-butter principles. There are no academic discussions on fiscal policy.

Has this helped the home trade? On the contrary, it has brought it to an unprecedented state of stagnation.

Protection does not protect. It bleeds the home consumer white.

In the face of all this, it would be astonishing if the T.U.C. had gone over to Lord Beaverbrook and the Crusaders.

It has, of course, done nothing of the sort, although I am bound to say that the Economic Committee's report gave rise to the suspicion that it had.

But Mr. Bevin's interpretation of the document removes that suspicion, and it was Mr. Bevin's interpretation that the congress accepted.

It is not an Imperial economic bloc, armed with tariffs and waging war on foreign trade, that the T.U.C. has committed itself to.

No food-tax

What it aims at is something entirely different. It wants an Imperial policy that Mr. MacDonald can put before the coming Imperial Conference, and the kernel of its proposal, as Mr. Bevin presents it, is the establishment of an Imperial, or, as I should prefer to say, a commonwealth economic conference and an inter-commonwealth secretariat.

The purpose of this machinery would not be to consolidate the Empire on the fatal basis of tariffs and economic war with all the outside world.

The purpose would be the close and continuous co-operation of all the parts of the Empire for the unified and organised development of the common resources of the British system.

So far from this idea representing a Labour landslide to the Beaverbrook position, it is entirely consistent with the economic traditions of the country.

It does not contemplate food-taxes or tariffs. What it does contemplate is a free and more active play of ideas, and the opening of a new and more intimate intercourse between the parts of the Empire for the benefit of each and all.

This is a scheme which should arouse, not our fears, but our enthusiastic approval. It is certainly a scheme that brings no grist to the Beaverbrook mill.

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Toilet Soap—a daily Beauty Bath!

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We forfeit 2/6 more than you pay us if we fail to fit you by our self-measurement chart.

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Weekly Informations from SIR WYNDHAM CHILDS

Colossal SOCIAL SERVICE Swindle

I HAVE this week to lay bare the facts regarding an extraordinary swindle.

Recently there was displayed in a national newspaper a letter extolling the spendid work being carried on at Imperial House, Regent Street, London, by three sister organisations named the Women's Social Services, the Association of Domestic Servants, and the Domestic Investigation Bureau.

Unfortunately, I have to reveal that the newspaper referred to had been tricked into giving free publicity to the worst bucket-shop London has known for many a day.

Directing the Services and associated with it is a group of plundering rogues.

For six months Women's Social Services, by newspaper advertising and the widespread distribution of sham literature, has been inducing domestic workers to pay it annual contributions.

Servants were promised grants when out of employment, legal protection, and marriage dowries of £25 each.

There were other extensive benefits, but all were fictitious. These included convalescent homes, nursery homes for members' children, and seaside holiday homes for servants.

Mistresses were required to pay £2 2s. each to the Social Services, and were to receive such benefits as servants from a special training department, and the provision of hostels at the large railway termini where they could send their maids for board and lodging. This also was eye-wash.

A particularly revolting piece of humbug practised by Social Services was an appeal for funds made to clergymen of every denomination by what was called its Religious Welfare Section.

The avowed object was to develop realisation of the beauty of religion by music and recital, and to provide gramophone records to teach children prayers and catechism.

Sinister screen

Whatever moneys Social Services has obtained from mistresses, servants, churchworkers, or others have been extracted by false pretences.

But there is a much more sinister aspect. I will show that the organisation is a screen for a system of callous and extensive fraud.

The Services did not always occupy its present magnificent suite in Imperial House.

It began operations about a year ago in the name of the Advertising Blotter Calendar Company in one room in Goldhawk Road, Shepherd's Bush.

The business was launched by a Mrs. Catherine Marguerite Richard, of Priory Road, Bedford Park, W., a woman with a foreign accent, who has had charge of the bank accounts.

Associated with her from the outset was a man who throughout has used the name of Harry Wright to conceal the identity of a known rogue.

A number of people were induced to invest heavily in the blotter company, which was an entirely bogus concern.

The Boy Scout organisation was mentioned as the principal customer for the blotters—an old trick practised by a notorious individual named David Schaffer.

He was an ally of Wright in previous employment-with-investment deceptions. I am not surprised to find, therefore, that Schaffer has also been associated throughout the present piece with Wright and Mrs. Richard.

When sufficient funds had been acquired from dupes, Women's Social Services was formed, and a successful hunt for fresh investors was begun.

Posts in the bogus Services were given in exchange for investments of hundreds of pounds each.

There were such appointments as controllers, secretaries, travelling inspector, printing and advertising adviser, general manager for Scotland, and county representatives.

After months of unpaid rent for the headquarters at Shepherd's Bush, the landlord ejected the Services. He was given a post-dated cheque for £35 by Mrs. Richard for arrears of rent, but it was not met.

Even the charwoman

A charwoman engaged by Wright at 2s. 6d. per day had to wait many weeks for payment, although she often protested that she had to support an invalid husband and her child was facing death because she could not get her wages and so send it away for special treatment.

Yet her employers were an organisation which was purporting to raise the status of domestic service!

An Ealing man paid £400 to become representative of the Services for Middlesex and Surrey. After a month his salary ceased, as it has done in the case of most of the investors, and he also discovered that his appointment was a hollow sham.

This photograph of Welsh girls arriving in London for domestic posts was circulated by the bogus Services

". . . Impossible to escape the Public Prosecutor"—Mr. E. H. Tindal Atkinson

One day Mrs. Richard telephoned to him to pack the office furniture and send it to her house. The explanation came to him soon when the landlord appeared and ordered him to quit immediately because the rent had not been paid for months.

A Kenton man parted with £350 to become travelling inspector. The travelling consisted of acting as chauffeur in his own motor-car to Mrs. Richard and Wright, and there was nothing to inspect.

All fooled

Mrs. Richard gave him a cheque for £27 for salary for a month and persuaded him to cash a cheque for £45 to enable her to pay the staff. Both cheques were dishonoured.

A governess in Wimbledon was induced to pay several hundred pounds, her life savings, to be a controller. She is now lying seriously ill, but, like the many others, has been unable to recover a penny.

One investor demanded that Mrs. Richard should call a meeting and explain matters. When he arrived at the office, it was to find three detectives there, investigating the circumstances in which a Brighton lady had lost a large sum of money.

She had been appointed superintendent of the non-existent holiday and convalescent homes.

So the game has gone on in places as far apart as Tunbridge Wells, Leeds and Edinburgh, and everywhere the dupes have been left in the lurch.

* * *

But, if such is conceivable, a worse ramp is now in progress.

Wright and Schaffer have been joined by a man named C. W. Neate, who was managing director of a motor-coach company called Wendrome, Ltd., until it ceased business recently after six months of life.

This business is in the hands of a receiver appointed by a debenture-holder to whom it belongs. Women's Social Services has no interest or claim of any kind in the company.

Yet it has been busy during the past two weeks using its name to sell posts to investors for hundreds of pounds and even issuing literature and agreements representing that it is their property.

Advertisements for investors have been appearing every day in various forms in a London newspaper, and crowds of applicants for the imaginary posts have been interviewed in turn by Wright, Schaffer and Neate.

So keen are they to get in the money quickly that the investors' cheques—endorsed by Mrs. Richard—have been specially cleared at the banks.

In its communications to investors, Women's Social Services states that the organisation is licensed by the London County Council. This is false.

The real name of Harry Wright, I may reveal, is Henry Dunsford. He has long been notorious as an unscrupulous charity and investment exploiter on a large scale.

Once he took proceedings against JOHN BULL for libel, but ran away a few hours before the case was due to be heard by the Lord Chief Justice and a special jury.

His activities have often been the subject of enquiry by Scotland Yard.

It seems impossible that Women's Social Services can now escape the attention of the Director of Public Prosecutions.

The THIN-AIR LODGER

LOOK out for the vanishing lodger! He is a brisk little man, in the early thirties, not much more than 5 ft. in height, with jet black hair and grey eyes.

Richard Lonsdale Haworth is his name; but he has various aliases.

In Rugby, recently, he obtained lodgings, saying that he was a photographic expert, and intended to spend a few days in the district in order to take pictures of local beauty-spots.

He certainly has taking ways, for he disappeared suddenly with cash and jewellery belonging to his landlady.

He has since turned up in Derby as plain "Mr. Jones," this time posing as the representative of a Birmingham motor-transport company, and saying that he had left one of his firm's motor-lorries in Burton.

He had been in his new lodgings for barely half an hour when he made an excuse to leave the house.

He did not return, which is not surprising since the landlady discovered that her handbag had been rifled and some of her jewellery was missing.

Haworth's recent history shows that he has enjoyed one long tour from place to place, getting free board and lodging and enriching himself in the manner we have described.

Landladies should be on their guard.

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£100 GUARANTEE OF GENUINENESS

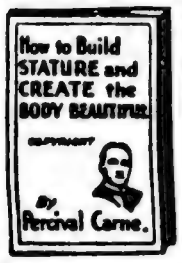
5 INCHES TALLER, Gained in Weight & Health

Mr. FRED SWAYNE, Portage La Prairie, Manitoba, Canada, writes, 2nd June, 1930: "I have gained another 3 inches during your second and third month treatment course for height increasing. I have also gained in weight and health. Your course for height increasing and building a perfect body is great. Everybody notices the difference that has happened to me during taking three months' lessons of height increasing and body building. I am getting up to a real he man now, and am praising highly this course for all the good it has done to me; and would advise every small man who wants to increase in height and be able to take Carne's Course and get real satisfaction out of it. Thank you."

Mr. Swayne reported 2 inches first month.

The above is but one amongst hundreds of similar reports in my possession many of which are reprinted in my booklets and are guaranteed under forfeit of £100 to be genuine extracts of original letters on my files.

I am ready to send to every enquirer a Copy of my Famous Book entitled: "HOW TO BUILD STATURE," and also my illustrated Brochure: "THE POWER OF EVIDENCE," illustrated with striking poses of former pupils.



POST THIS FORM FOR MY TWO FREE BOOKS ON HEIGHT INCREASE

To PERCIVAL CARNE, CARNE INSTITUTE, 39, LINCOLN STREET, CARDIFF, S. WALES, GT. BRITAIN.

Please send me your two books, "HOW TO BUILD STATURE" and "THE POWER OF EVIDENCE," and full particulars of your method. I enclose 2d. stamp.

NAME .....

ADDRESS .....

"John Bull," 13/9/30.

THORNS GARDEN SHEDS

In 6 sections to bolt together, ¾ in. thick weatherboards planed framing, roofing felt, useful for storage, cycles, workshops, etc. Prompt dispatch. Span roof type, as illustrated above.

Long.	Wide.	High.	Cash Price.	Or 12 Monthly payments.
6ft.	4ft.	6 ft.	£3 . 5 . 0	of 6/3
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Carriage paid. Many other sizes and designs.
Write for Free Book No. 46. Satisfaction guaranteed.

J. THORN & SONS (BOX 46), BRAMPTON RD., BEXLEYHEATH, KENT.

JOHN BULL'S SHOP WINDOW

JOHN BULL'S Shop Window brings a Bargain Store to Your Door. Study each offer carefully. Write your name and address clearly, send money and notes by registered post. Always mention JOHN BULL.

You can send your money to these advertisers as safely as purchasing across a shop counter, for every article is sold under JOHN BULL'S famous guarantee of absolute Satisfaction or Money Back in full

We Guarantee your Satisfaction

The 6 ft. size Riley "Home" Table is delivered on hire for 3/3, the taximeter you pay by easy monthly instalments. Price £11 11s. Riley's pay carriage, take all risks, give 7 days' Free Trial.

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FREE BILLIARD TABLES.

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E. J. RILEY, LTD.,
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MAYFAIR BAG No. 911A/100,

In Real Morocco, lined moire poplin, with triple frame, assorted catches, mirror, inner purse division, morocco handle. Various colours, size approximately 9" x 8". Price 9/11 or 10/- by post from Boots Nottingham.

Boots Pure Drug Co. Ltd., Nottingham.

BUY YOUR HAND-BAGS AT BOOTS
BETTER · VALUE · AT · LOWER · PRICES · ALWAYS

PAIR of BLANKETS FREE

To Every Reader of "John Bull"

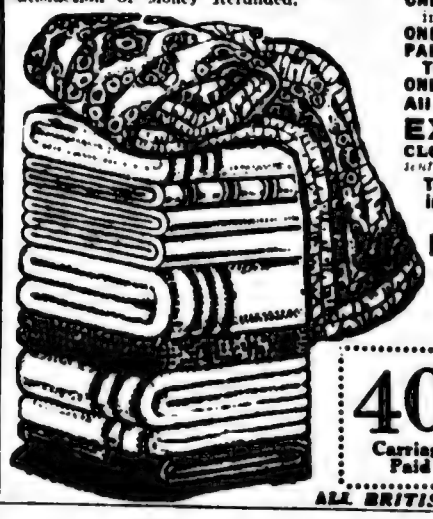
To EVERY purchaser of our 40/- Monster Bedding Bargain we will give FREE one pair of FULL SIZE **English Made White Woolly Blankets in addition** to the pair which is included in every bale. Every article in our bale is GUARANTEED entirely BRITISH MADE. This is an amazing opportunity for every reader to obtain their winter bedding, but as such an unique offer naturally cannot last long do not delay a day in sending for yours. Satisfaction or Money Refunded.

ONE Art **DOWN QUILT** (in good quality Sateen cover and panels).
PAIR of **ENGLISH-MADE WHITE WOOLLY BLANKETS,** whipped and bordered.
PAIR of **FINE TWILL SHEETS,** real Lancashire woven, soft and durable.
PAIR of **PILLOW CASES,** pure White Longcloth, hemmed and buttoned.
ONE BOLSTER CASE, pure White Longcloth, hemmed and buttoned.
ONE lovely **ALHAMBRA QUILT,** in all newest colourings and designs.
ONE splendid **STRIPED BED TICK.**
PAIR of long **NOTTINGHAM LACE CURTAINS,** or **TWO PAIRS** of lovely **CASEMENT CURTAINS.**
ONE BEDROOM RUG, coloured floral design.
All Bedding for full-size Double Beds.

EXTRA GIFT OF THIS CHARMING **CLOCK,** *suitable for any room, if full cash sent with order.*

This Bale can be purchased by easy instalments. Send for particulars.
Treasury notes should be registered.

L. & C. MOSS (Dept. 26)
Stevenson Square, MANCHESTER



40/- Carriage Paid

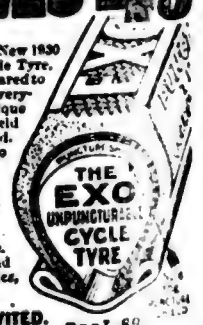
ALL BRITISH MADE BEDDING.

8/6 TYRES for 4/3

We want every cyclist to try our New 1930 "Exo" UNPUNCTURABLE Cycle Tyre, and for the time being we are prepared to supply at HALF-PRICE. Sold everywhere at 8/6. Fitted with Unique Puncture Shield—the only shield which does not "slow" the speed. No more roadside delays—no more messy patching.

GUARANTEED FOR 2 YEARS.

Thousands sold—thousands delighted. Thousands of testimonials. Price 4/3. Post 9d. Two 8/- post paid. State size. MONEY BACK TERMS. Send for FREE catalogue of Cycles, Accessories, Novelties, etc.



TRADE ENQUIRIES INVITED. DEPT 89
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NERVOUSNESS

A Remarkably Interesting Book, Throwing a New Light on the Mystery of "Nerves," Offered Free to All Sufferers.

A remarkable book, **"The Conquest of Fear"** (recommended by Editor of "Health and Efficiency"), describing the cause and cure of Self-consciousness, Blushing, Depression, Morbid Fears, Insomnia and kindred nervous disorders, sent privately to sufferers for 3d. only. Send for a copy now and you will be delighted to learn how easily you can conquer your nervous fears!

HENRY J. RIVERS (J.B. 71)
40, LAMBS CONDUIT STREET, LONDON, W.C.1

BABY-CLOTHES

A COMPLETE LONG-CLOTHES LAYETTE 30/-

75 BEAUTIFUL GARMENTS.

Best Emb. Robes, Ralips, Long or Short Winceyette Day Gowns, Silk Embd. Shawl, Wrapper Vests, Long or Short Flan. Nighties, Binders, Long or Short Flannels (Barras or Bed), Long or Short Wool Knitted Mat, Coats, Bibs, Towels, Napkins, etc. Perfectly hemstitched and ready for use. WORTH £3. Expectant Mothers, send to-day for this attempting to make. A BARGAIN RECOMMENDED BY THOUSANDS OF DELIGHTED MOTHERS AND NURSES. Call, or send 2/- for parcel on approval (Rail Cash or Terms)—Mrs. J. B. HOWARD, 66, Dover Rd., Portsmouth.

FADE-AWAY FIANCÉ'S *Amazing Exploits*

Peacocke was going to make Clacton famous. It seems to have managed without him

Mr. Pat Hannon, M.P., director of the Daimler Co., which was imposed upon by this crook

GREAT interest was recently aroused at the height of the holiday season at Clacton-on-Sea and in surrounding districts by the following announcement in a local paper:

> The engagement is announced of Mr. Aubrey Leonard Peacocke, of "The Myrtles," Richmond, Surrey, and Miss ————, only daughter of Mr. and Mrs. ————, of Clacton-on-Sea.

Mr Aubrey Leonard Peacocke, it appeared, had arrived in the district about the middle of July, and, passing as a man who had inherited a large fortune, stayed at a well-known residential establishment, to which he had been recommended by a local estate-agent.

By the time the announcement appeared in print he had achieved prominence locally by entertaining lavishly and stating his intention of using his wealth and influence in helping to make Clacton one of the most prosperous resorts in the land.

Congratulations were showered upon the young woman in question for having made such an excellent match.

Things moved swiftly, and one of Mr. Aubrey Leonard Peacocke's first considerations was to make a tour of the surrounding district, accompanied by the estate-agent, in search of a suitable future residence.

Mansion, jewels, car—

A mansion was finally discovered at Manningtree, where he decided to settle.

He agreed to pay £8,500 for the property, subject to certain alterations being carried out.

Meanwhile he had also ordered a £2,000 Daimler car, which was delivered to him, and for which he rented a large garage pending the completion of his new residence.

Tradespeople welcomed his gracious orders for the countless things required for his approaching wedding.

From jewellers he obtained an expensive engagement-ring. A big drapery establishment supplied his fiancée's trousseau.

The wedding has not taken place, but the following announcement has now been made in the same paper which so happily heralded the betrothal:

> The engagement recently announced between Mr. A. L. Peacocke and Miss ———— has been terminated.

The reasons for this tragic turn of events are many, but can be simply recorded.

Peacocke's brutal treatment of the young woman was solely dictated by his desire to line his own pockets.

When he disappeared he left a large hotel bill unpaid; he had saddled his estate-agent with the rent of the garage in which he had housed his Daimler, and owed another motor firm a substantial sum for petrol and repairs.

He also had paid nothing to the Daimler Company for the car in which he had created such a great impression, while the traders to which we have already referred were all duped.

—Butcher, draper, publican

Quite a dozen shopkeepers in addition, on the strength of his association with the proprietor of the hotel, had cashed cheques for him for sums up to £30, all of which, it now transpires, are from a stolen book.

His Clacton dupes even include a dairyman, a butcher, a provision merchant, a draper and a publican.

"Aubrey Leonard Peacocke" is only an alias. This rogue's real name is Edwin Davies, and he only emerged from prison last spring after a sentence of penal servitude passed upon him at Lewes Assizes in 1926.

A terrible record was unfolded against him in court before he was sentenced, and it is clear that he has been persistently victimising women for years.

On one occasion he posed as the independent son of a famous retired Welsh preacher.

Through one of the many people he met at an hotel he was introduced to a girl who was intrigued by his stories of travel and wealth.

When their friendship ripened he went to her one day with the sad story that he had been set upon by a gang of roughs, who had robbed him of his wallet.

The girl, to whom his tale seemed plausible enough, finally handed him all her savings.

Davies is the ne'er-do-well son of a clergyman. His father gave him a university education. He repaid him by extracting a lot of money from a bishop by wiring urgently to him in his father's name.

The bishop and his father were great friends, he said, and the money was sent without demur.

Another of his victims is the daughter of a London hotel proprietor.

V.C. Captain

One evening the girl agreed to attend a "first night" at a West End theatre with him.

Davies on this occasion was passing as a captain, and his evening dress was embellished by a miniature Victoria Cross.

During a *tête-à-tête* dinner at an exclusive hotel, the captain reminded the girl that first nights were not infrequently attended by expert jewel thieves as well as celebrities.

He hardly thought it prudent for her to display all her jewellery, and suggested that she should entrust the more valuable pieces to his safe-keeping until after the performance. She agreed.

As they were leaving the hotel for the theatre Davies suddenly caught a glimpse of a man in the crowded vestibule whom he said he knew.

With a murmured word of apology he crossed over to him, and was almost immediately lost to view in the crowd.

Parson pose

That was the last the lady ever saw of him, though her jewels were ultimately traced to a jeweller to whom the captain had sold them.

On another occasion he posed as a clergyman, and secured an introduction to a wealthy widow.

Davies told her that he had inherited a large sum of money from a relative abroad, and the fact that he rode in a magnificent limousine car lent tangible support to his boast.

Then, one day, when her confidence was won, he induced the widow to hand him an open cheque. This he cashed for nearly £200 and then decamped.

A few days ago, in the name of Aubrey Ponting, he turned up at Gorleston, where he passed a number of cheques, and robbed an out-of-work chauffeur of £50 on the promise of employment.

Once, in the name of Captain Downside, he posed as a big man in the kinema business who had just inherited a fortune.

Amongst the various people he swindled was a firm of motor dealers, from whom he obtained a car with a worthless cheque, and a man who paid him £150 in return for promised employment.

He promptly sold the car, and left his employee-investor penniless.

Label display

His luggage is always very imposing, and during his recent operations on the East Coast it bore the labels of first-class hotels in India, China, and Switzerland!

An elegant impostor, indeed!

TAKE HER HINT

"... Triers should keep on trying" she says

A WAG once said that the only thing a woman can aim straight is a hint. That might have been true in years gone by; but what of to-day?

Last week Mrs. E. B. Henderson brought great rejoicings to her little home at 3, Bowhill Terrace, Edinburgh, by carrying off our record August "Bullets" First Prize of 1,000 Guineas.

Any reader of JOHN BULL could have hit upon the simple but telling words —BLIGHTED HIS LIFE—"HERE'S TO——" HERS, TOO—which registered yet another 1930 success for women.

"The word 'shock,'" Mrs. Henderson tells us, "is a very inadequate term to apply to our feelings when we read the opening words of that telegram, 'You are the winner!'

"My husband, who has actively co-operated with me in the construction of 'Bullets,' like me, is astounded that such a simple little line should be the means of bringing us a fortune.

"Up till now I have won two 'Targets' only. I would like to advise those who are triers to keep on trying and to consider that the few words that earned for me 1,000 guineas were conceived without aid other than the study of winning efforts."

* * *

On Friday, October 3, another telegram will flash from Long Acre to the winner of the £2,000 First Prize finally offered on page 39.

Get busy, choose your words wisely, and to you may come that magic message. "You are the winner!"

"JOHN BULL'S" Superb Double Gift

FREE

for both YOU and YOUR FRIEND

The Superb Double Gift.

THE "John Bull" Writing Set is one that any person would be proud to possess. For beauty's sake Pen and Pencil are fashioned out of "mottled" Vulcanite. And for the sake of durability the Pen is fitted with a 14 carat solid gold nib, tipped with costly iridium. The Propelling Pencil is a worthy companion to the Pen a marvel of precision, with the same superb "mottled" finish and a point that is always "at your service." The presentation case is a beautiful Orient Blue, embellished in gold and lined in ivory sateen.

THE "John Bull" Gift Safety Razor is a genuine English made Newest Pattern Gillette, embodying ALL the brilliant improvements that have placed this new type razor immeasurably ahead of all others. It takes the wonderful new rust-resisting Gillette blade and the razor itself is heavily gold-plated and reposes in a strong all-metal case of convenient pocket size.

RULES AND CONDITIONS.

The object of this scheme is to get bona fide new readers for "John Bull" and the "Passing Show."

A new reader shall be held to be a person who has not purchased "John Bull" and the "Passing Show" for the past three months.

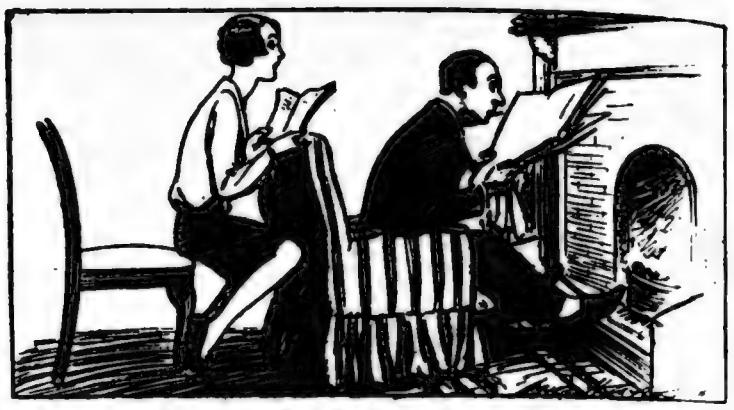
The "John Bull" Double Gift will not be awarded unless applied for on the Special Gift Vouchers which are sent (one each for you and your friend) to approved applicants upon receipt of the forms below.

When your Gift Voucher is complete, **and NOT before**, all that you have to do is to see that it is sent in to us together with a postal order for one shilling, which covers the cost of actual postage, packing and insurance of your Double Gift, and specially fitted pocket clips on both pen and pencil of your writing set.

No person may qualify for more than one Double Gift Set and no gift will be awarded to more than one member of the same family living at the same address.

No reservation Form will be accepted after first post Thursday, September 25th. Copies of "John Bull" and the "Passing Show" must be paid for in the ordinary way, and no person may qualify by purchasing back numbers for either whole or part of the ten weeks.

This offer applies only to persons residing in Great Britain, Northern Ireland and the Irish Free State.



Sad picture of the home life of the flapper who married a motor cyclist.
(A typical joke taken from this week's "Passing Show.")

DO not miss this wonderful opportunity of sharing in "John Bull's" Magnificent Double Gift of a genuine Gold Plated New Pattern Gillette Razor complete in pocket case and a handsome Pen and Pencil Writing Set, not only for yourself but for a friend as well. We make this great offer because we want to introduce "John Bull" and also "Passing Show" to thousands of new readers.

As "John Bull" readers know, the "Passing Show" comes from "the same stable," and just as "John Bull" is in its own class the predominant national weekly so is the "Passing Show" the brightest and best of all humorous papers. But we know that whatever we may say about "John Bull" and the "Passing Show" there is nothing so convincing as an actual trial. Therefore we make the following unprecedented offer:—

If you will—

(1) Give the "Passing Show" a trial for ten weeks, and

(2) Find a friend who will give both "John Bull" and the "Passing Show" a trial for ten weeks,

we will present both to your friend and yourself a genuine Gold Plated New Pattern Gillette Razor and the handsome Writing Set described on left FREE. It is a condition, of course, that the friend introduced by you is NOT already a reader of either "John Bull" or the "Passing Show."

For the next ten weeks we ask YOU to take the "Passing Show," your friend to take both "John Bull" and the "Passing Show." At the end of the trial you will not only each receive your "John Bull" Double Gifts, but we think you will agree that we have done you an additional good turn by introducing two wonderful papers that you will want to take regularly.

Everyone knows the "Passing Show." Its clever red and black cover by Gerald Wilkinson smiles at you every week. The "Passing Show" helps you to look on the sunny side of life—it enables you to face your income tax with a smile and the income tax collector without worry—it is the finest thing in black and white for the blues.

As proof that both you and your friend have purchased "John Bull" and "Passing Show" for ten weeks you are asked to cut out and affix ten consecutive numbers from ten successive issues of both these publications to the Gift Vouchers which will be sent you on receipt of the forms below.

That is all. Directly your own and your friend's Gift Vouchers are received by "John Bull" properly completed you will each immediately receive your Gifts. There is no "catch." The full conditions are published on this page. Take the first step towards securing "John Bull's" Magnificent Double Gift by getting the forms below filled in to-day. These forms reserve a New Pattern Gillette Razor and handsome Writing Set each—in your name and in the name of your friend. As soon as these have received "John Bull" will post you two Official Gift Vouchers—one for your friend and one for you. At the same time two Double Gifts will be specially set aside and reserved—one in your name and one in the name of your friend. There is no time to lose.

This offer is strictly limited to the first 10,000 reader applicants of "John Bull" and under no circumstance can forms below be accepted after the first post Thursday, September 25th—so act at once. GET THE FORMS FILLED IN TO-DAY!

OUT HERE—DO NOT SEPARATE FORMS BELOW

YOU FILL IN THIS FORM

Reservation Form "A"

To be filled in by the reader of "JOHN BULL" who is introducing a new reader.

To "JOHN BULL" (Res. P.S.), 68, Long Acre, London, W.C.2.

IMPORTANT
Cut out the label on the left very neatly round the dotted line and enclose it with these Reservation Forms.
This label, which will be used by "JOHN BULL" for sending to you both your own and your friend's Gift Vouchers, MUST be filled in by the "John Bull" reader with his name and full postal address written VERY CLEARLY IN BLOCK LETTERS. A halfpenny stamp to cover return postage MUST be affixed by YOU to blank space provided.

N.B.—Do not separate these forms—send them to "John Bull" together with label on left in an unsealed envelope bearing a halfpenny stamp. You MUST also affix halfpenny stamp to label on left to cover return postage on your Gift Vouchers.

In accordance with your special offer, please set aside and reserve a "John Bull" Double Gift in my name in return for my undertaking to give the "Passing Show" a trial for ten weeks, and also for introducing a new reader who has **personally** signed Form B and who undertakes to give both "John Bull" and the "Passing Show" a trial for ten consecutive weeks. **I certify that my friend is NOT at present a reader of either "John Bull" or the "Passing Show."**

I have read and agree to abide by the conditions governing this offer.

Please send me Official Gift Vouchers.

N.B.—Please also fill in your name and full postal address on the Label on the left, also affix halfpenny stamp on space provided to cover return postage.

NAME .....

ADDRESS .....

.....

DATE .....

Give below name and address of Newsagent.

A2

.....

.....

.....

N.B.—If you are NOT already a registered reader you may, if you wish, enclose Registration Form which appears on p. 38 J.B. 13.9.30. This Form cannot be accepted after first post, Thursday, Sept. 25. Please write clearly.

Checked..... (District Supervisor)

YOUR FRIEND FILLS IN THIS FORM

Reservation Form "B"

This Form MUST be filled in and signed by the new reader personally—NOT by the "John Bull" reader who is introducing him.

To "JOHN BULL" (Res. P.S.), 68, Long Acre, London, W.C.2.

Your special Gift Offer was introduced to me by a "John Bull" reader who has filled in the Form on the left. **I hereby certify that I am NOT at present a reader of "John Bull" or the "Passing Show," and that I have not purchased either of these publications for the past three months.** I undertake to give them both a trial for ten consecutive weeks.

In accordance with your special offer, please set aside and reserve a "John Bull" Double Gift in my name. Also please send me (for my friend) an Official Gift Voucher (*). I have read and agree to abide by the conditions governing this offer.

NAME .....

ADDRESS .....

.....

DATE .....

(*) Please note that your friend will hand you your Gift Voucher. It will be sent to him together with his own.

Give below name and address of your newsagent.

.....

.....

.....

PLEASE WRITE CLEARLY.

Checked.....

½d. stamp MUST be affixed by YOU in this space to cover return postage.

From: "JOHN BULL," (Res. P.S.), 68, Long Acre, London, W.C.2.

Name.....

Address.....

PLEASE WRITE CLEARLY IN BLOCK LETTERS.

Cut out label very neatly—affix halfpenny stamp and send in with these Forms.

BOGUS PASTOR'S Women Victims

"A despicable cur"

IN the Spring of this year we denounced the head of a strange cult in the person of the Reverend Father Francis Gifford, who described himself as "Director Apostle of the Church of the Old Irish Apostles."

It was his devout boast that he was endeavouring to introduce new features into his services, which were largely attended by women, over whom he exercised a powerful emotional sway.

He had much to say regarding seven principles of "Symbolism" — the Fatherhood of God; the Brotherhood of Man; the Communion of Spirits; the survival of man beyond physical death; personal responsibility; compensation and retribution here or hereafter for all good or evil deeds done upon earth, and eternal progress open to every human soul.

* * *

He even introduced an altar, draped in blue and gold and surmounted by a figure of Christ upon a tabernacle containing symbolical elements of bread and wine, and surrounded by seven candles, symbolising "the seven principles of Spiritualism."

In spite of Gifford's avowed piety, we revealed him as a wicked humbug, who, far from being an ordained priest, was a man of questionable character, besieged by creditors whom he had duped.

It is significant that Gifford disappeared from his customary circles in South London immediately our exposure was published, and although he has since been seeking comparative seclusion in Southampton, we have a sorry sequel to unfold.

Deceived

One of the many people who, until our exposure, had been completely deceived by Gifford's apparent sincerity of purpose was a young woman whose name we naturally withhold.

Gifford infected her with a zeal for his alleged "good works," and so influenced her that she became completely under his spell, and accepted his doctrines with blind faith.

Believing him to be inspired, she was easily persuaded to feel that it was a great privilege to be associated with his religious endeavours, and she never suspected that all his devout utterances were shameful blasphemies.

Marriage deferred

Gifford took advantage of her zeal to make love to her, and the outcome was that he eventually succeeded in persuading her to live with him as his wife, so that they could work in closer harmony for the "splendid cause."

This young woman so revered him that she accepted all his suggestions with a blind faith.

Even when a child was born, which Gifford duly registered, she did not protest when "the Reverend Father" declared that their legal marriage must be deferred until he was able to pause in the "good works" that were now occupying all his attention.

So they continued to live together, first at an address in Ballater Road, Brixton, and then at Bedford Road, Clapham.

* * *

In due course a second child was born, but Gifford still found pretexts for deferring marriage.

When he finally disappeared he cruelly abandoned this trusting woman and her little ones to face all the shame and privation he had brought upon them.

The disillusioned young mother recently had to apply to Mr. Gill, at Westminster County Court, for an affiliation order against Gifford in respect of the two children, who, because of his desertion, have had to go into an institution.

Apart from having to relinquish her children and being left wholly unprovided for, the distressed woman has now made the sorry discovery that Gifford, who had always posed to her as a single man, is actually married, with a family of three children.

Wife abandoned

He abandoned his legal wife with equal callousness some time ago, and Mrs. Gifford now lies bedridden with an incurable disease, while her children are being cared for by relations.

The affiliation order granted to this lady has been ignored, and a second application to the magistrate has been made without success.

Meanwhile, Gifford is busying himself in his usual pious manner in Southampton, with apparently no concern for all those suffering souls whom he has grievously wronged.

He is a despicable cur, who should be severely punished.

The DEATH-TRAP Village

WE wonder how often passing tourists driving through the old-world village of Haughley, in Suffolk, have admired its pink-washed cottages and murmured "How lovely!" or "How quaint!"

Yet very few have noticed the open sewers running down the street.

* * *

For the inhabitants of this village exist amid disgraceful conditions.

What those conditions are is graphically shown in the log-book of the local school, which contains dozens of entries regarding epidemic sicknesses among the children between 1925 and the present year.

As recently as last year the attendance was down to 39 per cent. owing to a chicken-pox epidemic.

On at least two occasions examinations could not be held owing to disease having ruined school attendance during the period.

All the ailments are those primarily due to shocking sanitary conditions, and most of them are complaints not notifiable by Act of Parliament, and therefore not included in the Medical Officer's report.

* * *

For the past five years the local vicar, the Rev. W. G. White, has been engaged on a long and almost hopeless battle with the apathy of the district council to secure improved conditions for his unfortunate parishioners.

On two occasions he has brought actions for libel and secured damages, once in open court.

Petty local government politics have ruined practically every effort.

Shortly after his arrival in the parish, and despairing of making any breach in the dead wall of opposition, he allowed himself to be sued for rates to bring the matter into the open.

* * *

So far almost the net result of all this endeavour has been the provision of a cart by the district council to remove the privy middens, which previously had to be buried in the tenants' yards!

A few houses have been built recently, which have done little to obviate the terrible overcrowding which exists in the village.

There are still cases of eleven people occupying a small cottage with one bedroom, ten in a cottage with two bedrooms, eight in a cottage with one bedroom, and a landing used as a bedroom.

From almost every house channels flow into an open sewer along the street conveying liquid sewage. Children fall over into this mess.

The drain is at her front door

The channels are swept once a week and become frequently choked. In hot weather conditions are ghastly.

A system of piping was proposed five years ago. The original scheme would have cost less than £300 and added hardly anything to the local rates, which would be chiefly borne by influential local inhabitants.

* * *

The scheme was systematically blocked, every time with the most unexceptionable legal procedure. It has not yet been carried out.

The water supply is barbaric.

There is one public well for the village. From time to time this pump fails, and the villagers are left to wander about to beg a bucket of water from people who own private wells.

The pump is heavy, and sometimes forty or fifty strokes are necessary to bring up the water. When the men are at work women and children have to fetch the water.

In two parts of the parish people were forced to drink from ponds or streams into which the village sewers ran and land-drains emptied.

Only recently have two pumps been installed, and these only after fighting council opposition of varying degrees.

We have shown enough to indicate the strongest case within our knowledge for immediate remedial action by the Ministry of Health.

Whatever the reasons of the local powers that be in refusing to move, they have been guilty of the grossest dereliction of duty towards the villagers.

All we demand is that these people be given a chance of leading a decent, civilised existence. The Health Minister must act at once over the heads of this local Bumbledom which has blocked the way.

It's a pretty village—but liquid sewage runs down its main street

98%

OF THE FILM STARS KEEP THEIR SKIN LOVELY THIS WAY

Marion Davies, *the exquisite star, says: "The deliciously smooth skin we mean by 'studio skin,' is a great asset to a star. I am delighted with Lux Toilet Soap."*

Better than anyone else in the world they know how to captivate

Madeleine Carroll, *the beautiful British star, tells us: "There never was such a soap for keeping skin exquisitely smooth. The lather is magical — it's so quick and so foamy, no matter how hard the water."*

Betty Compson, *whose dainty loveliness makes her so adored, says: "Smooth skin is one of the most important assets a screen star has. And more than ever important since the talkies have so increased the number of close-ups! I always use Lux Toilet Soap to guard my skin."*

T.L. 297-281

EVERYWHERE, eyes follow the girl who has smooth, soft delicate skin! No other beauty has such appeal!

"Instantly lovely skin fascinates! It wins hearts *always*," say the screen stars and their directors.

And who knows so well how to attract as these lovely stars whose success depends upon their power to keep the world at their feet!

Of the 714 important film stars in Hollywood and England, 703 use Lux Toilet Soap to keep their skin satin-smooth — radiantly lovely.

It is in their homes and in their dressing-rooms. They regard its use as so important that, at their request, it has been made the official soap in the dressing-rooms of all the great studios.

Saves you money

Lux Toilet Soap is made from purest of oils. Its delicate perfume is so adored by millions! Indeed here — for just a few pence — are all the luxuries provided by the most costly soaps.

• • •

Keep your skin exquisitely smooth and soft as the screen stars do — by using Lux Toilet Soap. Its generous lather — which comes instantly even in the hardest water — will bring out the natural beauty of your complexion, too! You'll adore its dainty, charming perfume. Grocers and stores everywhere have Lux Toilet Soap.

LUX *Toilet* SOAP

ONLY 4D

A LEVER PRODUCT

Red Biddy's SINISTER SISTER

Mr. Douglas Cowburn, Camberwell's Coroner, has told the Government the truth about "Biddy"

And Mr. Clynes is the man who has the power to sentence the evil to death

by E. ROFFE THOMPSON

IF anyone asked me to define a national scandal I think I should say it was a social evil that the authorities, knowing all about it, allowed to go on unchecked.

For a long time adulterated food could justly be called a national scandal.

For years the pages of JOHN BULL were eloquent witnesses to the fact that the people of this country were being slowly poisoned by the filth that was put into their food by conscienceless manufacturers.

Persistent agitation bore fruit, and the scandal was largely ended.

Now it is the turn of drink. All over the country people, mostly poor people, are quite literally drinking liquid death—and the facts are well known to those who have the power to put an end to it.

That they know and do nothing is, I submit, a national scandal.

Death drink

This liquid death is politely called "red wine." It is made by extracting the dregs of port wine from the casks with hot water, and strengthening them with methylated spirit.

This "wine" is not a drink in any sense of the word. It is sheer poison. It can produce complete insensibility which lasts from twenty-four to seventy-two hours, and almost inevitably ends in madness or death.

There is a fine hullabaloo going on in the Press because there have been two deaths from this cause in the last three weeks.

It is a pity the hullabaloo did not start earlier, because this scandal has been going on for years.

It began, in fact, when taxation raised the price of whisky enormously above its pre-war price, putting it out of the reach of hundreds of thousands.

That was years ago—and all these years have seen the Home Office flooded with complaints from Chief Constables about what was known as "feek" drinking, topping off a glass of beer with a draught of methylated spirits to produce a "kick."

Nothing was done for years, until the downright social menace of methylated-spirit drinking forced the Home Office to take action.

Manufacturers were ordered to mix with the methylated spirit a certain proportion of naphtha and a preparation called pyridine, the effect of which was to give it a nauseating taste and induce sickness.

The methylated-spirit drinkers found themselves fairly effectively checkmated—but so did the Home Office; for certain firms of wine makers promptly shipped to England enormous quantities of crude and cheap red wine, till, for months to come, the bonded stores were filled up with it.

Agents were quickly sent round to interview publicans, and hints were quietly dropped that it would make a lovely mixture with even the "doped" methylated spirits.

It did. Those who wanted a quick "kick" got it. They also got blindness, paralysis, delirium tremens in very short order, and, in many cases, death.

Despite it all, an enormous demand was quickly created for this terrible liquid dope, particularly among women.

It created havoc in places like Leith and Glasgow and the whole of Clydeside, and it was not long in spreading to the dock areas of Liverpool and Manchester.

Why successive Governments have allowed this "red scourge" to persist unchecked all these years passes comprehension.

Now that the peril has come to London, to their very doorsteps, the authorities are becoming alarmed.

Mr. Clynes, the Home Secretary, is having analyses made, and is consulting the police and officials of the Ministry of Health.

It is about time, for when an official of the Ministry of Health was questioned the other day about the matter, he calmly declared that there was nothing in the department's regulations to forbid mixing methylated spirits with wine.

And he continued with the most amazing piece of official sophistry I have ever heard.

Simon Pure

"What the Ministry of Health's regulations of 1925 do prohibit," he said, "is the manufacture of wine containing any preservative, with the exception of sulphur dioxide in certain proportions. There does not appear to be any preservative in the wine mentioned from what the department has heard of it."

Isn't it beautiful? I'm sorry, profoundly sorry, that I didn't know this Simon Pure official's name.

It is distressing to think that such a perfect example of the red-tape mind cannot be immortalised for posterity.

For, having got that off his chest, he said some more.

"As for the proper course to take in given circumstances," he continued, "if any wine that is made and sold does not comply with the regulations, it is for the local sanitary inspector or medical officer of health to call for samples and to have them analysed by the public analyst who is appointed by the Home Office.

"If a sample is found not to go beyond the regulations nothing can be done."

I don't know how you feel, but it sort of leaves me gasping.

Doesn't the Ministry of Health know that years before this liquid poison came to England *via* Scotland it had already worked havoc in Ireland, where, with grim humour, they christened it "Red Biddy"?

Doesn't it know that it is a public danger, a menace to health and sanity and life itself?

It is surely a very strange state of affairs if the poor are to be allowed to perish by poison merely because no departmental regulation can be found to warrant a prosecution.

Ask the police

But what other conclusion can be drawn from the complacent officialdom that I have quoted?

Let Mr. Clynes ask the Chief Constables of Glasgow and Middlesbrough in particular if he wishes to know what a devilish concoction "Red Biddy" really is

In Glasgow its ravages have been so dire that many hospitals have had to keep special medical staffs on duty all night and make special purchases of stomach-pumps in order to prevent death claiming the victims who are brought in.

I have reason to believe that the Government has had this muck analysed, and that a report has been in the hands of Mr. Clynes for some months.

Why has it not been made public? And why has no action been taken? How many more deaths are we to have before anything is done?

When two or three glasses of a drink cause not only intoxication but insanity, what sort of mind is it that can delay taking drastic action?

Act, Mr. Clynes!

I call it a downright national scandal that the authorities have permitted this sale of liquid death to go on for years, and that they are still permitting it to go on.

If Mr. Clynes were to issue orders for this red curse to be exterminated he would be doing better service to his country than by permitting his police forces to act as *agents provocateur* to tempt landlords to sell honest drink after hours.

There can be no possible excuse for allowing these purveyors of poison to carry on their vile trade for another twenty-four hours.

The Human Machine

Have Some FUN!

LEARNED books have been written about the art of living. Library shelves positively groan under the weight of volumes devoted to telling us how to live, how to make our brains work efficiently, how to make our bodies function perfectly, and how to turn ourselves into a passable imitation of a robot.

One day some wise man will write another sort of book, and tell us how to get a bit of fun out of life.

He will rub in the lesson that there are more things in life than money-grabbing, and will point out that man is many-sided and fails to do justice to his manhood if he fails to give all sides a chance.

He will not be very interested in showing human souls how to fit perfectly into little narrow grooves, but will talk instead about the sun and the fresh air and the wind, about how beautiful the world is, and how few people ever seem to realise that it consists of anything but bricks and mortar.

"A man," said a writer once, "who is glued to his desk and does nothing year in and year out but keep track of the white-goods sales may grow rich. He ought to. But the man who can play the piano a little, who knows how to grow a few flowers, can play a little chess, mend the clock and fix the stove, who is interested in art and music and machinery, will get more fun out of life."

Some people positively seem to hate fun—they love hard labour so much. They forget that work and play are only relative terms, and that no man can really enjoy one who doesn't sometimes do a bit of the other.

We should be all-round—not lop-sided!

'We get a new record every Friday ... *and they cost us nothing!*'

"THINK OF IT! All the latest records sent to you once a week, and not a penny to pay! It's these 'Private Seal' Cigarettes you just said you liked so much. *Six* gift coupons in every packet of twenty, so George and I can easily collect sixty coupons in a week .... Yes that's a topping dance tune, isn't it? Now listen to this one, and tell me if you've ever heard a better record!"

FREE *for coupons from* **10** *packets of* 20 *'Private Seal'*

"IMPERIAL" GRAMOPHONE RECORDS. The latest electrical recording of first-class artistes and bands. All the newest song and dance successes to choose from. Send for this month's list and quote the number of the record you want. Why wait three weeks when you can get it in one? *Ask for Gift No.* 36.

JB

Private Seal

CORK-TIPPED CIGARETTES
(also plain)

6 COUPONS WITH EVERY 1/- PACKET OF 20
3 *coupons with every* **6d PACKET OF 10**

POST THIS COUPON
FOR FULL LIST OF GIFTS IN COLOUR

Magnificent Gramophones, Records, Cameras, Tableware, Handbags, Wireless Valves and dozens of other free gifts—all to be had in one-third of the ordinary time! Fill in the coupon and get the 'Private Seal' Book of Gifts *to-day*, and six FREE Coupons.

Name.....

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Post coupon (½d. stamp in an unsealed envelope) to
MOUSTAFA LTD., 84, PICCADILLY, LONDON, W.1

Without Fear or Favour

SHYLOCK'S *Silk Stockings*

"The load of shame can be traced to a pair of shoddy stockings"

WHEN Parliament passed the Moneylenders Act and said, "There, thank heaven, goes the scandal of the baser sort of usurer," and went to bed, it fooled itself.

Like so many Acts of Parliament, the Moneylenders Act just drove underground the stoats and weasels who had been drawn into the profession by the prospect of lots of blood at little risk.

The touting letter is forbidden, 'tis true. But the human tout has taken its place. Interest was cut down to about 60 per cent.—well, what is the matter with a stockings club?

The shady moneylender has got other work to do now.

His tout is a cosmopolitan person. You may find him at your elbow in office or factory, and a stockings club, a clothing club, a watch club, or an anything club are his leading lines.

And so it comes about that that great boon to people of limited means, the instalment-purchase system, is being debased to suit the pockets of grasping people drest in a little brief authority, and the usurers behind them.

The dupes of these people in many cases are girls. "Vanity," saith the Preacher, "all is vanity." One attribute of the unscrupulous usurer is a sound knowledge of the Scriptures.

"Let us form a silk stockings club" is an almost irresistible lure to the girl who saw a marvellous pair at 12s. 11d. as she went to her work and wondered how she could acquire them.

In many cases those clubs are properly run and the members get good value for their money. But in countless others they are merely the ruse of get-rich-quicks.

The suicide hose

CHEAP foreign stockings valued at about 2s. 3d. a pair, made to look right and sold in the boxes of reputable British firms—obtained heaven only knows how—are dished out to the luckless girls at 9s. 11d.

A shilling or even two shillings a week is paid, according to the number of pairs taken, and the wretched stockings are worn out before half the instalments have been met.

But the stockings club has served its purpose.

Gentle hints are soon forthcoming that in the case of the death of a grandmother or some similar domestic catastrophe the organisers of the club—they usually hunt in couples—are prepared to advance a little money, on the strict Q.T., of course.

Into the trap falls the luckless girl. Social workers can tell you of the load of shame and even suicides that can be traced to a pair of shoddy stockings—bought at an exorbitant price.

Our factories are riddled with these diddlum organisations.

The loan and share-out club is often a priceless boon to the workers, but not when it is run by one or two grasping men who are backed by a shadow committee.

These people lend sums far in excess of those to which members are entitled. The extra money is provided from outside. The repayments that looked so easy are not so easy as they looked. Then——

The unscrupulous land speculator, or builder, the "real-estate sharks" as they are termed in America, can be obliging folk. Provided a man has a sure job they can arrange that the deposit he has not got can be advanced.

Once in possession of his home, the poor devil finds that instead of the one pound some shillings and some pence he was to pay as instalments on his home the charge for the loan makes the amount nearly double.

Then his troubles begin with a vengeance. But the moneylender gets his pound of flesh. That was abundantly provided for.

The chief benefit conferred by the Moneylenders Act was the power to bring to the light of day unscrupulous actions by registered lenders.

It has made easier the path of the impecunious sons of peers—wealthy men who have nothing to lose by publicity.

But what of the poor devil who dare not squeal be he bitten ever so hard because of the consequences to his job, his home—even his family?

There are hundreds of Civil Servants and men in municipal and even bank employment who are on the verge of madness owing to the dunning of the bookmaker and his tout, for the long-overdue balance of the loan that was granted and renewed at a price.

Shadows on Whitehall

THERE are men earning £5 a week in Whitehall who, having fallen for the wiles of the tout to be found in nearly every office, are at their wits' end to find the £10 they borrowed on the security of their month's salary.

In scores and scores of cases the £10 that is repaid on the first of the month has to be reborrowed in a few days.

The result—well, a life of haunting misery, that may end with dismissal if the moneylender "blows." Owing money is a serious offence in the Civil Service.

In certain cases the borrower's letter of appointment, the production of which is essential to a loan, is retained by the moneylender in spite of the fact that his is an indictable offence.

Squeal! Of course the poor fellow dare not squeal.

In cases where the *bona-fides* of the borrower are not all that might be desired there are professional sureties ready to be of service, at a price, and to join the army of "duns" should the poor victim fail to pay.

Pathos! This moneylending game is strewn with it. Even the pay-warrants of sick and disabled officers and N.C.O.s are cashed—at a price.

To break that whip

THE reputable moneylending firms would not undertake such business, but there are others who will and do. At least one Government department would like to know who they are.

The departments concerned should consult the moneylenders' organisation, the most powerful commercial secret service in the world. A perusal of its dossiers would make one gasp.

A few prosecutions of the unscrupulous "never-never" merchants for obtaining money by false pretences would do more to purify what is an excellent system than all the talk in the world.

A call to Whitehall victims to disclose their troubles, with promise of full immunity this time, would cause the paving to bulge.

As for the rot which has seized upon our factories, it is a matter which should be tackled energetically by the employers and the unions.

When men and women overseers become the agents of moneylenders the position of the workpeople is intolerable. The whip thus used is worse than that of the galleys. It flays the soul.

Successful People Answer the Question—

ARE we getting value for the colossal sum of £80,000,000 which is being spent in Britain this year on education?

Remember that in addition to the £80,000,000 there are the fees paid for education in universities, public schools, secondary schools, technical colleges, polytechnics, day and evening institutes, preparatory schools, and many others.

With a view to "clearing the air" on this hotly debated topic, JOHN BULL has approached a number of well-known men and women whose careers have been conspicuously successful, and invited their opinions on the matter.

The replies are extraordinarily varied. Some men owe everything to their early education; others succeeded in spite of it.

The one point upon which there is the greatest agreement is that our boys and girls should be intensively trained for a definite career.

Here are the questions which were submitted:

(1) *Do you consider that the education you received at school was an important factor in your success?*

(2) *Apart from reading, writing, and arithmetic, what subjects have you found to be particularly valuable, and what might have been dispensed with?*

(3) *What is, in your opinion, the greatest weakness in modern education, and what is your remedy?*

Lord BADEN-POWELL,
Chief Scout

The education received *at* school, rather than the education received *in* school, was enormously important to me in later life.

Book-keeping and modern languages—properly taught—would have been invaluable to me, and might have been taken in place of Greek grammar and the like, on which so much time was wasted.

The aim of education seems largely to be lost sight of in amplifying the steps.

We should look forward and visualise what will be wanted of the next generation for the progress and welfare of the nation, and then get the individual boy to prepare himself in body, mind, and spirit for doing his share.

This is the basis of the training given to the Boy Scouts and Girl Guides.

So much for the aim of education. But in training our steps, we are too apt to look back and to content ourselves with merely improving traditional methods of training through lectures to large classes, and testing by scholastic standards and examinations.

Lord Baden-Powell: "So much time was wasted"

Viscount ALLENBY,
Captor of Jerusalem

I consider that the education which I received at school has been an important factor in my life.

I do not think that any of the regular school subjects can well be dispensed with, but political geography and constitutional history—in addition to the three R's—appear to me to be exceedingly valuable.

The greatest weakness of education is due to indefiniteness of objective, and the remedy is more specialisation in secondary education and the encouragement of individuality.

"The letter killeth, but the spirit giveth life."

Lord BRENTFORD ("Jix"),
Late Home Secretary

I do not consider that the education I received at school was important, except in so far as I was made to work.

I believe that the study of history was very valuable. For practical purposes the classics might have been omitted, but their value as training remains.

My criticism of modern education is that it is not sufficiently serious. For most boys who have to make their own way in the world, education should instil habits of work, discipline, and clear thought.

Sir JOSIAH STAMP,
World-famed Economist

Yes, I do consider that my school education has been an important factor in my career.

I cannot say that any particular subject stands out above the rest, unless I make exceptions for early training in accountancy, and in geography.

There is no single answer to the question about the weakness of modern education. There are many types of schools and colleges, and no criticism can be applied to them all.

Mr. GORDON SELFRIDGE,
The Stores Magnate

I consider that the education I received up to the age of thirteen —when I went to work—helped to make it easier for me to face the world.

Every youth finds that certain subjects make a special appeal, and in my own case history and geography were particularly interesting.

I could have dispensed with geometry and trigonometry without much loss, but the beginnings of Greek and Latin proved to be exceedingly valuable in my few years of education.

This knowledge enables one to trace out the derivations of the many words which come from these ancient sources.

The teaching staffs in most schools, especially those responsible for higher education, actually pride themselves on being shut off from the modern world.

Schoolmasters are almost completely out of touch with life outside the schools.

The chief purpose of education should be to fit a youth to play his part with vigour, imagination and confidence in the outside world.

But if his instructors know little —and too often scorn what they do not know—an educational institution can hardly fulfil such a purpose.

Miss SYBIL THORNDIKE,
The famous Actress

I wasn't a very good schoolgirl, but apart from the three R's I think that history and French have been particularly valuable to me.

The education I received made me a better workman, but this has little bearing on the question of success.

In my opinion, the greatest weakness of modern education is the lack of leisure, and—included with that defect—no training in the use of it.

Sir J. C. W. REITH,
B.B.C.'s Chief

The education I received at school was an important factor in my success, but not nearly as helpful as it might have been.

Apart from the indispensable reading, writing and arithmetic, I consider that the study of the classics and modern languages was particularly valuable.

The chief weakness of modern education is the lack of study of the psychological characteristics of individual boys.

There should be a careful analysis of the qualifications demanded for various careers, and the deliberate choice of the career for which the individual is best fitted.

Commissioner D. C. LAMB,
Salvation Army

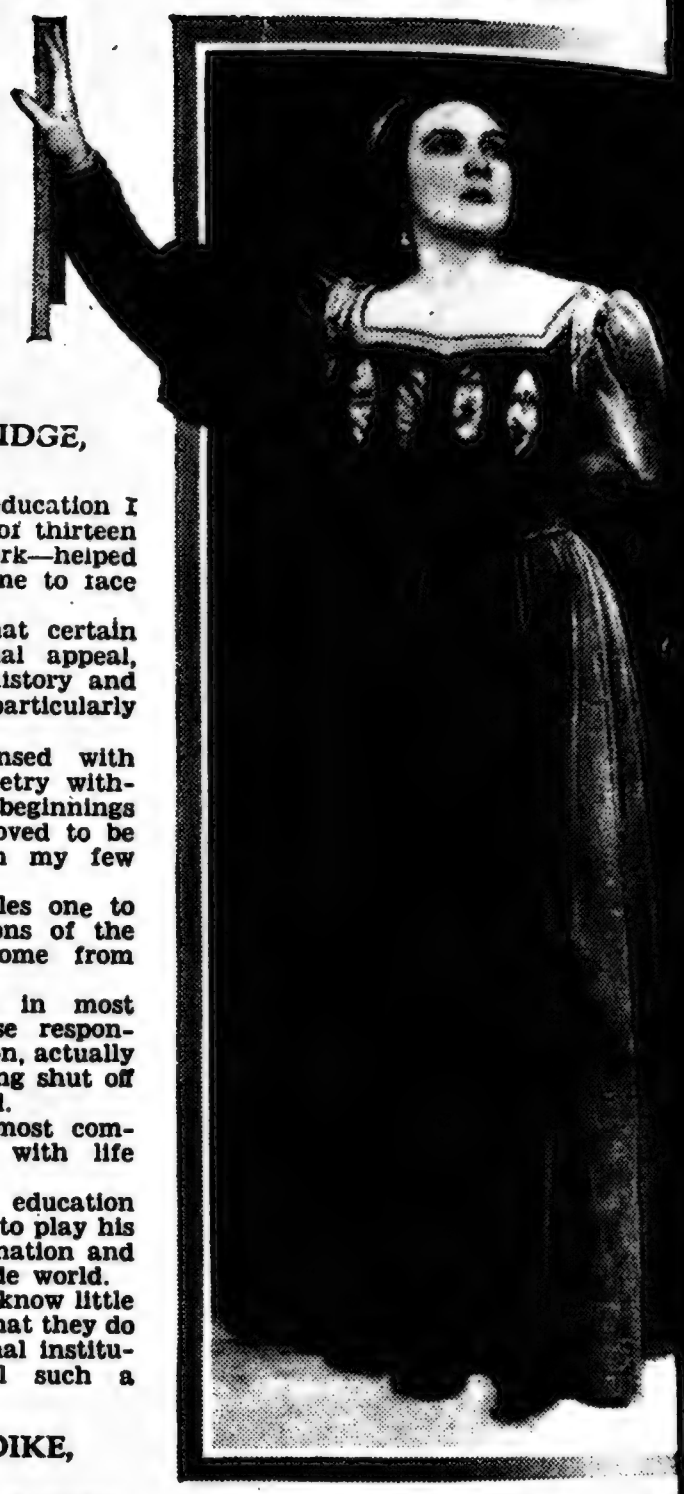
The education I received at school certainly contributed to my success in life.

The modern system of education attempts too much in several directions. I would develop a thoroughness in the teaching of reading, writing and arithmetic.

In country schools I would certainly provide for and encourage the cultivation of the land. I would have plots near the school and try to develop the "land sense" in children.

I would also encourage the system of apprenticeship.

Provision should be made for bright children—with a sprinkling of "dull" ones—to travel, and so develop their powers of observation.



Miss Sybil Thorndike in "Othello"

Sir ALAN J. COBHAM,
Flying Ace

Boys and girls should be able to realise that if they wish to make progress in life they can achieve it only by working as hard as they can whilst at school. The time has gone when the illiterate man can get to the top of the tree without specific training.

I consider that one of the most important subjects is English: the ability to speak and write King's English is essential for success. In the commercial life it is essential to be able to speak French, German, and Spanish with fluency.

Euclid, Latin, and Greek could be dispensed with, but I believe that geography and the more recent history are extremely necessary in the modern world.

Every boy and girl should under-

Is School Worth While?

Lord Brentford: "... I was made to work"

stand the metric system, book-keeping, and the rudiments of finance. On leaving school, a pupil should be able to understand a company's balance-sheet.

The chief weakness of education to-day is that it does not prepare boys and girls for the work they have to do in the world.

In my judgment, specialisation should begin at an early age. It is better to be an expert on certain subjects than to know a little about many.

Sir HERBERT AUSTIN,
Motor Magnate

I cannot claim that scholastic training proved a very important factor in my own life. My early leanings toward designing and things mechanical were indulged in the hours outside the schoolroom.

Our teachers should be instructed in the science of human analysis, so that they may be in a position to ascertain what kind of instruction is likely to prove of the greatest possible value.

I would like to see much more money spent in the provision of continuation classes, whereat the youngster who is eager for knowledge can feast to his heart's content on the kind of food that he is hungering for.

Some will say that we are already grading our students and already providing continuation classes; but I contend that we have not yet touched the fringe of this urgent education problem, and it is quite time that we busied ourselves with it if the nation is to have the benefit of the wonderful human material that it possesses.

Mr. ANGUS WATSON,
A Skipper of Industry

I consider that the education I received at school was quite the most important factor in my success, and my only regret is that I made so little use of my opportunities at the time.

No school subject could have been dispensed with because no knowledge is wasted. The training to think for myself has been particularly valuable.

The chief weakness of modern education is that the usual period of training is too short.

Education is not the business of "putting in": it is the art of drawing out. Its task is to develop wisdom rather than to impart knowledge—to develop character rather than cleverness.

Major ISIDORE SALMON,
World's Greatest Caterer

I left school at the age of fifteen to go into business, so that my school education was not extensive enough to have been an important factor in my career.

That I was so anxious to get out into the world of affairs at such an early age I now regret. My path would have been smoother and my efforts surer in their aim if I had availed myself of the higher education which was open to me.

Insufficient attention is paid to the individual characteristics of scholars. In the elementary schools the classes are too large to permit of individual treatment, and until a more satisfactory system is evolved we shall not get anything like value for the vast sums which are being spent upon education.

I can place no limit to the education which a child should receive if he has the capacity to absorb and utilise the instruction.

Mr. BEN TURNER,
Labour Veteran

I am sure that the education I received, both before and after schooldays, was very useful during the years that followed.

It gave me a love for education and made me want to go to the old Mechanics' Institute when I left the half-time day-school fifty-four years ago.

Apart from reading, writing and arithmetic, we had a little geography, grammar and drawing; but none of these subjects could have been dispensed with.

The chief weakness of education is that there is not enough of it for the multitude of lads and lasses. Poverty drives them to work at the age when they could get a bigger and brighter education.

All types of schools should be open to all children. The present system breeds the sense of caste and divides the people into categories.

And, of course, all education should be free.

Sir SYDNEY SKINNER
The Man Behind Barkers

The education I received at school has certainly proved to be an important factor in my career.

The subjects were limited, but thoroughly well taught, efficiency being the keynote.

It is essential that a few subjects—reading, writing, arithmetic, geography, history, chemistry, and Bible study—should be competently taught in school.

I also attach great importance to mental arithmetic, dictation, and the writing of good essays. If there is a bent in that direction, the study of mechanics is exceedingly valuable.

The greatest weakness in present-day education is that the curriculum is overcrowded.

Secondary education should include the learning of two modern languages in addition to one's own.

Sir A. VERDON ROE,
Pioneer in Air Construction

Most of the knowledge I found useful was acquired after I left school, but my experience in an engineering college was certainly a valuable factor in my success.

If I had remembered the French taught at school it would have been very useful at times; but the Greek could have been dispensed with without loss.

My serious criticism of modern education is that the ABC of existence is not taught.

If people had learnt simple economics at school they would not be taken in by politicians who promise them something for nothing, neither would they be at the mercy of party catchwords and slogans.

When education of the right kind introduces industrial sense into our methods of government, our national prosperity will be assured.

Mr. ERIC GAMAGE,
Controller of Gamages

A good education at school must be an important asset to any boy or girl taking up a commercial career, and I attach the greatest importance to the early training given in properly-run preparatory schools.

Apart from reading, writing, and arithmetic, I have found that foreign languages have been particularly valuable in after school life, as have also—in a smaller degree—science and geometry.

More time might have been devoted to these subjects, and less time to the study of dead languages.

The chief weakness of modern education is due to lack of specialisation. More attention should be concentrated on training a child for a definite occupation in life.

Above: Sir J. C. W. Reith; Centre: Sir Alan Cobham

At his typewriter, Mr. Ben Turner: "There is not enough"

Mr. Gordon Selfridge: "Schoolmasters out of touch"

NO "make-believe"

"Make-believe" on the stage is very entertaining, but *who* wants anything to do with a tobacco that has a "make-believe" taste and smell?

Scent and perfume *may* take the edge off harsh, crude leaf and soften its bite, but the flavour and aroma of tobacco "faked up" in this way are very, *very* different from the pure, *natural* taste and smell of RUBICON MIXTURE.

RUBICON MIXTURE is made from leaf of a quality which needs no disguise. It is absolutely free from artificial scent or flavouring of any kind. And although pure, natural tobaccos usually sell at 10½d., 11d., or even 1/- per ounce, RUBICON costs only 8½d.

(1811)

Made by JOHN SINCLAIR LTD., NEWCASTLE-ON-TYNE.

PUFFING BILLY'S BIRTHDAY

Robot father and son—the "Lion" of 1830 and the great big blazing thundering "Fury" of to-day

TO-DAY Britain takes off its hat to the railways. It salutes with gratitude and respect "the liners of the land, the clippers of the clay, the great big blazing thundering things" that plough their mile-a-minute furrow through night and day to everywhere.

It is the centenary birthday of the rail engine, the robot that has revolutionised transport and progress—and Britain, we modestly claim, did it.

"Puffing Billy's" birthday, in fact, takes the cake!

For a week to come Liverpool will celebrate the dawn of the Liverpool and Manchester line, from which humble pioneering has emerged a giant network of rails spanning continents.

To-day, this historic old track is merged in the London, Midland and Scottish system, with 7,000 miles of lines penetrating thirty-two of the forty counties of England, serving North and South Wales and Scotland, a gateway to Ireland and the Continent.

Deathless fame

But its name will endure, for it inspired the most radical change in the habits of mankind since the savage found out the uses of fire.

Deep down in the hearts of everyone there is a strange, fascinated reverence for the "cool, majestic splendour of a great machine."

Rail engines have a particularly binding spell. Boys used to collect and index the names and numbers of engines.

It is not surprising to find there will be a pilgrimage of scores of thousands to the pageant in which 4,000 players and officials will participate, and on which nearly £50,000 has been spent.

Its appeal is international. For it was only after the completion of the Liverpool and Manchester line that Stephenson and his associates were responsible for the laying down of the first tracks in Europe proper.

America, too, evinces great interest. General Dawes, the U.S. Ambassador, will perform the opening ceremony, and Mr. Henry Ford, who had a specially-constructed replica of the "Rocket" transported to the States a year or so ago, may be present.

The "Rocket"! The very name is a thrill to the Youngsters of all Ages. Preserved to-day as one of the chief gems of the Science Museum, South Kensington, it puffed and snorted into a new world of revolutionised transport, at once hated, feared and loved.

Dream ride

It will never, of course, know the track again, but visitors to Liverpool will be able to ride and dream behind an engine not much the junior of the historic pioneer.

This is the "Lion," probably the oldest locomotive still in active and regular use. Built in Leeds in 1838 by Tod, Kidson and Laird, it was 31 ft. long, and weighed only twenty-six tons.

Contrast this crude combination of gadgets with a shining, graceful super-engine of to-day, 87 ft. long and weighing 148 tons.

The slow trek behind the "Lion," as she puffs painfully around the specially-prepared track at Liverpool, will conjure up visions of the even slower and more cumbersome forms of transport in the past.

Bullock carts, dog sleighs, colourful Egyptian chariots, Chinese palanquins, Red Indian travois, camels will pass before the eye, giving the truth in history—a rare thing.

And there will be dreams, too, of those leisurely days of coach and pack-horses, when millions had never seen the sea, or even left their homes to visit relatives and friends a few score miles away.

It is only a hundred years, after all, since huge convoys of pack-horses, sleek and—for those days—swift, moved goods abroad all over the country. Each day seventy such carriers left one Liverpool inn alone, bound for Manchester.

And the road coaches, and all the associated glamour and romance, immortalised in literature—Mine Host beaming at the door of timbered inn, bustling ostlers and yokels wide-agape while passengers mount the bygone road-train with more fuss over a twenty-mile run than to-day is exhibited by those bound hundreds non-stop in the "Flying Scotsman."

Epic of grit

By such contrasts can the miracle of the railway be adequately appreciated.

Books and plays and poems, songs and speeches have been created in honour of the building of the "Roarin' U.P. Trail"—the Union Pacific Railway spanning Canada.

No less an epic of enterprise, grit and endurance was the construction of the Liverpool and Manchester trail.

It has been fittingly described as one of the finest monuments to human ingenuity and perseverance in the world and points to George Stephenson as one of the greatest men of all time.

With only a few friends, but a regiment of enemies, he never lost faith in his ideal.

Difficulties were legion. Doubts were broadcast everywhere. Even at the very beginning a treacherous peat bog stood between victory and defeat. For months and months efforts to combat it failed, but Stephenson's iron determination conquered.

He cut his undaunted way through the hills, burrowed a mile and a half under Liverpool, smashed a path of about two miles through the solid rock of Olive Mount, and bridged the Sankey Valley at a height of 70 ft.

For these times such things were mammoth undertakings. Had they failed the progress of the world might have been impeded for years.

British and best

Of his fine bridges several stand to-day almost as they were, stout enough to stand the strain of modern traffic.

When the Duke of Wellington opened the railway in 1830, and Stephenson drove his engine "Northumbrian" at the then dazzling pace of twenty miles an hour, a famous Liverpool merchant, who had sworn that he would eat a stewed engine wheel if ten miles an hour were ever achieved, was only one of thousands to be staggered.

Two thousand miles of railway followed in the ensuing ten years, and now there are nearly 25,000 miles of track in the British Isles alone.

As in the beginning, our engines are a model for the world. In a hundred years great, pulsating monsters have grown from the skeletons of the "Puffing Billies."

The "Royal Scot," for instance, is staggering in its mechanical significance. She is capable of drawing a weight of 500 tons of carriages, with hundreds of passengers, 300 miles from London to Carlisle in less than six hours, non-stop.

Robot beauty

"When she is at rest," says S. P. B. Mais, in a splendid tribute, "we have time to admire the austere beauty of her lines, the rhythm of her long, crimson boiler and high, glittering wheels and staunch piston-rods.

"Her tiny chimneys and attenuated dome look like the flexed ears of a hare running down wind. Racing sweetly along the polished track under full steam, she is the embodiment of power and speed, perfect symbol of the poetry of motion."

Stephenson's dream has come true.

A FREE GIFT

For You and Your Friend

The generous Free Offer which JOHN BULL is making of a New Pattern Gillette Razor and a Handsome Writing Set has instantly captured the fancy of its readers.

This splendid Double Gift is not only being made to JOHN BULL readers, but to their friends also.

The offer is limited to the first 10,000 applications, and there really is no time to lose.

Fill in and post the reservation form on page 14 now, and make sure of securing your gift before it is too late.

Inviting Meals —and nourishing

NOW while it is plentiful and cheap, eat fruit, whenever possible. To get the best from every kind serve with Shredded Wheat, the perfect whole wheat food, containing just the nourishment to balance fruits of summer.

At breakfast, lunch or supper-time delicious stewed fruit and Shredded Wheat are appropriate to the season and popular with everyone.

This summer sweet saves cooking, too, for pastry is not needed. Besides, Shredded Wheat is much more nourishing and has all the regulative bran with Vitamin B complete.

Truly here is summer food deservedly most popular. Try it for yourself and you will know the reason.

SHREDDED WHEAT

100% FOOD

BRITONS MAKE IT—IT MAKES BRITONS

"What time shall I meet you?"

A DAY'S work finished. But they are still fresh and bright. Ready to enjoy the pictures . . . or dancing . . . or an evening with friends.

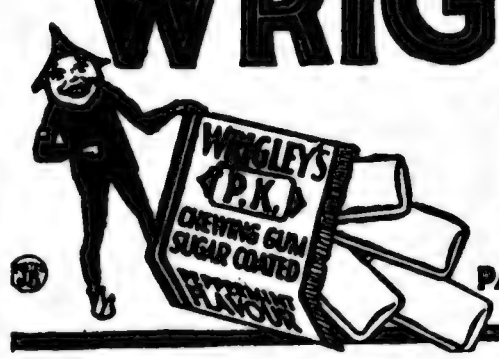
They will tell you that the way to feel fresh is to keep your *mouth* refreshed, and the pure cool flavour of Wrigley's Chewing Gum refreshes the mouth as nothing else can. Removes all trace of eating, drinking and smoking. Sweetens the breath.

Wrigley's Chewing Gum—"after every meal"—is recommended by doctors and dentists. It aids digestion . . . cleanses the teeth. A simple rule of health, of mouth hygiene, of efficiency.

In two flavours—P.K., a pure peppermint flavour—and Spearmint, a pure mint leaf flavour. Only 1d. a packet—but the finest quality money can buy.

British made by British workmen with Empire materials.

WRIGLEY'S



1D PER PACKET

E.K.14

"Fit for a King"—That's my last word as, lighting up my Manikin, I settle down in the old "easy" to enjoy its fragrant mildness and half an hour's well-earned rest.

Manikins are mild, cool, sweet-tasting and economical. Buy a packet on your way home. You will be delighted you took such good advice.

MANIKIN
·CIGARS·
MILD HAVANA FLAVOUR
5 FOR 10D.
All Tobacconists Sell Manikins

A Wonderful Offer appears on page 14

Romance of the Blood Givers

THERE is probably no subject on which the public is so misinformed as that of blood transfusion. Something intensely dramatic and suggestive of sacrifice appears in the picture of one human being giving his blood to save the life of a total stranger, so it is hardly surprising that it is often over-coloured.

The history of blood transfusion is replete with drama and romance, it is true, but of a very different character from that generally depicted.

You could certainly find nothing of the kind at the headquarters of the Blood Transfusion Service of the British Red Cross, presided over by Mr. P. L. Oliver, O.B.E., at his private residence in Dulwich.

There everything is very matter-of-fact and businesslike, for calls may come through by telephone at any hour of the night.

Mighty growth

Mr. Oliver, his wife and two girl clerks constitute the staff which operates one of the most remarkable organisations in existence.

The Transfusion Service came into being as a result of a request for a blood donor made to Mr. Oliver when he was hon. secretary of a Red Cross division.

He confesses that he knew nothing of the subject at the time, but four of his members volunteered at once, so he thoughtfully prepared a list of those willing to serve for future calls.

Various hospitals began to hear of this list and drew upon it, and from this modest beginning the organisation grew to its present prominence.

The growth was astounding. In its second year it received twelve calls; in its fifth year 428. Last year it received 1,360, and supplied over 100 hospitals, in addition to nursing-homes and private cases.

To-day it provides an average of four donors daily in London; its record is seventeen in one day

Although the possibilities of blood transfusion have been known for nearly 300 years, it was not until 1914 that a final discovery was made which rendered it possible to perform the operation without fear of ill consequences to the patient.

This discovery was that blood, which normally begins to coagulate immediately on exposure to the air, could remain liquefied for an indefinite period if mixed with a small proportion of citrate of sodium.

They aren't heroes

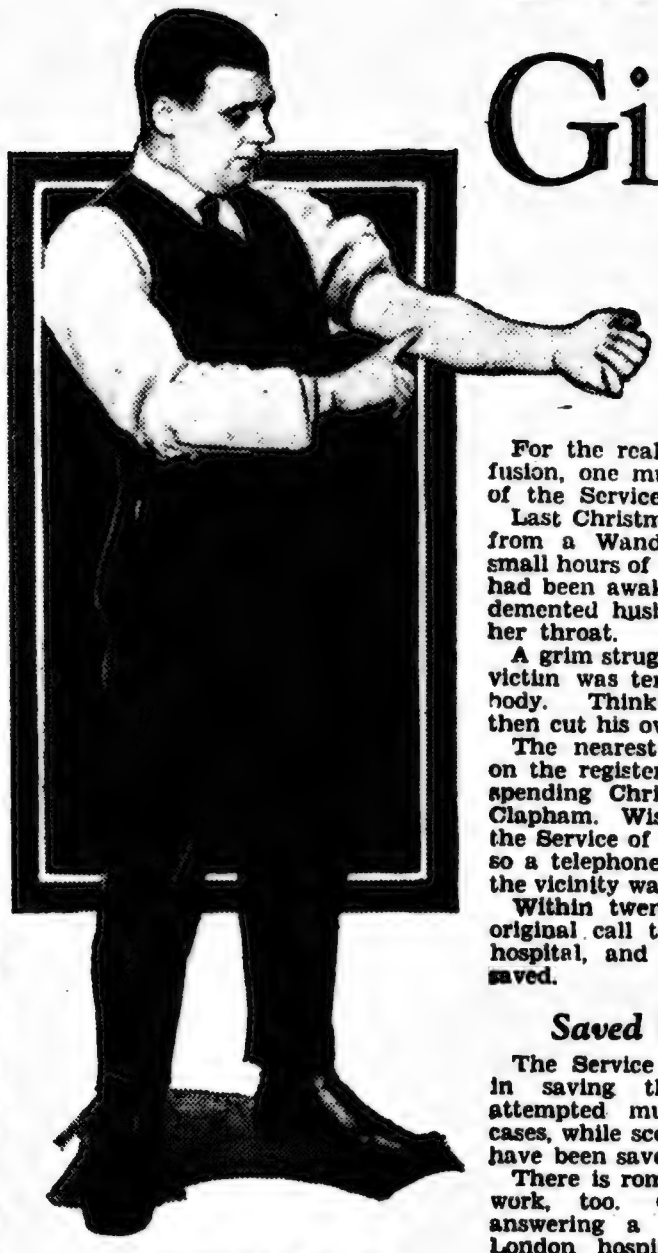
Thus, blood drawn from a donor in one part of the country can be sent for transfusion into a patient forty or more miles away, while, on occasion, it has even been placed in cold storage for some days and then used upon a patient with beneficial results.

The main discovery in recent years is that there are four grades of blood, and that death is almost certain to follow if two incompatible grades are mixed.

The public clings to many fallacies regarding blood transfusion. Many people imagine, for instance, that it is only resorted to when the patient is at death's door.

Actually, one of its most frequent uses is to expedite the recovery of a patient after a grave operation, and it is not unusual for four or five days' notice to be given to the donor.

Perhaps the greatest fallacy of all is that the giving of blood is an heroic act, involving courage and endurance. Actually, the donors return to their ordinary avocation within half an hour of the completion of the operation, in nine cases out of ten feeling very much better for it.



America's champion blood-seller, this man has parted with 200 pints in three years

After all, blood-letting is the oldest form of surgery in the world, and less than a century ago was carried out under the crudest conditions by every barber, on the strongest and weakest patients alike.

Apart from the satisfaction of knowing one has saved a human life, the lessening of the blood pressure gives one a remarkable sense of well-being.

Men have given a pint of their blood on a Saturday morning and played strenuous football in the afternoon.

One donor broke the British amateur weight-lifting record within twenty-four hours of a transfusion.

Middle-aged donors have been known to put on weight following a transfusion; for blood-letting, like pruning, is a stimulant to growth.

After a pint of blood has been removed fresh blood forms to take its place and continues to form for a time. This becomes flesh-forming within a week or ten days.

This knowledge should be useful to women should fashion ever decree a return to full feminine curves.

A Gay Life

"I am an old 'young' lady of nearly seventy-five," writes a JOHN BULL Crossword winner, "and out of these first-fruits I send you a postal order for your 'Greatest of These—' Fund. (See p. 38.)

"At three-score years and ten one's real life work is done, and there only remain what I call wayside kindnesses—a helping hand—the understanding sympathy. In short, just going about doing good. And what a gay life we get out of it!"

For the real drama of blood transfusion, one must turn to the records of the Service.

Last Christmas a call came through from a Wandsworth hospital in the small hours of the morning. A woman had been awakened by an apparently demented husband attempting to cut her throat.

A grim struggle had ensued, and the victim was terribly gashed about the body. Thinking her dead, the man then cut his own throat.

The nearest available blood donor on the register was a nurse who was spending Christmas with friends at Clapham. Wisely she had informed the Service of this temporary address, so a telephone call to a taxi rank in the vicinity was all that was necessary.

Within twenty-five minutes of the original call the donor was at the hospital, and the woman's life was saved.

Saved his ma-in-law

The Service has been instrumental in saving the victims of seven attempted murder or manslaughter cases, while scores of would-be suicides have been saved from their rashness.

There is romance in this utilitarian work, too. Once a young man, answering a rush call to an East London hospital, learned after the transfusion that he had saved the life of his brother's fiancée.

Even comedy can creep in, as when an unknown man sent 2s. as an expression of thanks on the recovery of a woman patient following a transfusion.

The person saved was his mother-in-law!

Gifts are frequently received from patients or relatives, but the Service is administered on a very economical scale.

Out of an income of roughly £500 a year it pays all its expenses, including the cost of keeping an office going day and night, taxi and other travelling expenses and allowances for time lost from work by donors.

The provinces are not too well served, for very few of the cities have any regular organisation. There are bodies of casual donors attached to hospitals, but when calls increase beyond these resources it becomes necessary to offer fees.

Blood-sellers' union!

Unfortunately, when professionalism is thus pitted against voluntary donors it is very difficult to check its growth.

This is shown in New York, where regular trade unions have been formed amongst blood donors and have succeeded in putting up the charges to £20 a case.

It is to be hoped that such a sordid state of affairs will never be permitted to gain favour in this country.

The lead given by the British Red Cross Society's Transfusion Service is the right one. Its average cost per case is 6s. It has never made any charges, nor has it ever launched any public appeal for funds.

It is self-supporting, relying for its income upon the sale of tinfoil collected by its donors and the spontaneous donations of patients and friends.

What couldn't I do to a lager!

When a thirst takes you by the throat, take a Barclay's by the neck! Crisp as a hill-top breeze! Clear and cool as a mountain stream! A brilliance lit by bubbles! A tang that makes great thirsts a precious memory!

BARCLAY'S LAGER

Light or Dark — the drink for a lordly thirst

THE BEST CINEMAS EVERY-WHERE ARE SHOWING ---

"HIS FIRST COMMAND"

Don't miss this great picture!!

William **BOYD** *& Dorothy Sebastian in an amazing military love Romance!!!*

OTHER TALKIES YOU MUST SEE ------

"THIS THING CALLED LOVE"
Edmund Lowe & Constance Bennett

"THE GRAND PARADE"
Helen Twelvetrees & Fred Scott

"THE BIG SHOT"
William Boyd

Ask your Cinema Manager when he's showing these

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PLAYER'S "DIGGER" SHAG

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DIGGER HONEY DEW
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DIGGER MIXTURE
DIGGER BLACK CUT CAVENDISH

7½d. PER OUNCE

3¾d. PER HALF OUNCE

The Largest Sale of any Empire Grown Tobacco

flavour
-mouth
-watering
flavour
-and how
delightfully
crisp!

The flavour of Post Toasties is enough to make everybody's mouth water. It's a *different* flavour —a *crisp* flavour. Post Toasties are toasted to a turn . . . toasted so skilfully that they not only pour from the packet with the rustle of autumn leaves . . . they stay crisp in milk or cream to the very last flake in the very last spoonful.

Post MADE IN CANADA

Double Crisp Toasties
INDIAN CORN FLAKES

Post Toasties are one of the Post Products, which include Grape-Nuts, Postum and Post's Bran Flakes.

THE COURT FINE Share-Out

He has no personal interest in getting people fined

HAVE you ever been fined? If not, you belong, it is true, to the majority. But there is a very, very large minority, too! Thousands of persons are fined in our courts every year.

They are usually ready to admit it, for fining—except in the case of one or two offences—hardly implies the social stigma of prison.

Take, for instance, the various motoring offences. Not only do motorists mention quite casually the fact that they have been fined, but some even speak boastfully of the fact, as though it carried with it a flavour of daring and risk.

But, once the fine is paid, where does the money go?

The general idea is that fines are employed to pay expenses of the local court itself. And, in the case of motoring offences, it is still commonly believed that fines are used for the upkeep of local roads.

In the case of some court which is feared and notorious among motorists for imposing heavy fines, you will often hear it said: "Well, their roads should be in good condition!"

THIS is all wrong. Since 1920, motoring fines are no longer allocated locally. Before that date, when the Road Fund was established, it is true that county councils were responsible for their own roads.

At that time, fines paid for road offences were earmarked for the upkeep of roads in the district where the offence occurred.

Now, the local bodies receive grants from the Treasury, out of the general Road Fund, for such purposes.

To-day, if the local magistrates use a severe scale of fines, it is only because they have special regard for the lives and limbs of their fellow-citizens, or if they want to check a spate of road hogs.

Unless specially directed by statute, fines are ordered to be paid by the court to the treasurer of the "city, riding, division, liberty, borough, or place for which the justice or justices shall have acted," in the rather stilted but quaint phraseology of the law.

But, in law, there is even provision for payment to an "informant," although such payments, in practice, are very seldom made.

In most cases, the informant is also the complainant, and thus is entitled to some compensation for the damage done to his dahlias, or for sleep destroyed by nightly noises.

NOW we begin to see how the money paid in fines is disposed of. Some may be paid to the informant, some to the aggrieved person. But the larger portion for most offences always goes to the local governing body to begin with.

Then there is the Police Fund. This is a fund for the upkeep of the police force, and is not to be confused with the Police Pensions Fund.

In the case of infractions of the Licensing Acts, for example, part of the fine may be paid to the Public Fund. But the police are going to get their salaries in any case.

So it is quite wrong to think that the prosecution of publicans for remaining open after closing hours, for selling liquor under the specific legal gravity, or for delighting customers with the dear old-fashioned custom of the "long pull," is prompted by a desperate desire on the part of Robert not to be disappointed in the amount of his next pay-voucher.

Police Funds are under the control of the Home Secretary, and are used, not only for the expenses of the police forces, but for the upkeep of police courts.

The fund could not get along on fines alone; it is also maintained with the help of the rates and of contributions by the Exchequer.

Magistrates' salaries are paid directly from the Treasury, out of the Consolidated Fund of the United Kingdom—our old friend "Consols." But clerks of the court are paid from the Police Fund.

Now we are realising where fines go: they don't help to pay the magistrates, but—just think of the poor clerks if we all behaved perfectly, or if we all went to jail instead of paying up!

EACH district has a Receiver appointed by local authority, to receive all fines from the courts and to allocate them.

In the Metropolitan Police District of London, the total amount of fines paid into the Police Fund for the fiscal year 1929-30 amounted to about £70,000. Besides this amount, retained by the Police Fund, £20,000 was paid into the National Exchequer.

For the national treasury also benefits from certain fines. You may be found guilty of certain offences that carry a penalty which will help to gladden the heart of the Treasury.

Smuggling, for instance—that time you brought back two large bottles of eau de Cologne—or was it something more drinkable?—when returning from your trip to Boulogne, and, strangely enough, quite forgot to declare it.

Your fine went to the Crown, as do all fines paid for infractions of Customs regulations.

The same rule applies to contraventions of the Excise regulations.

Speeding, driving without a licence—all such offences under the road laws mean a payment to the Exchequer. In 1929 some 188,800 motoring offences, in England and Wales, were dealt with by fines which totalled £201,300, excluding costs.

All fines incurred for violations of the Factory Acts are paid into the national Exchequer.

In cases of drunkenness or assaults on the police, the fines are earmarked for the Police Pensions Fund. In all cases of fines, the court keeps its own record and sends a monthly account to the Receiver, showing just how fines should be allocated.

Then, some fines are "payable out." The court may order the fine, or part of it, payable to certain authorities under whose rules the offences occurred.

Take the London County Council, or any similar body. If a court convicts and fines you for violating any of its by-laws, the L.C.C. is entitled to the penalties.

THE National Treasury benefits—and not any local authority—if you neglect to pay your wireless licence and are fined for it.

But, if you are fined for "emitting smoke in the Blackwall Tunnel," your money goes into the coffers of the local council.

If a soldier pawns his rifle—a very difficult thing to do—his fine goes to the Exchequer, for pawning Government property.

But if you have a hobby for causing fire alarms—a very costly hobby—you will pay the price, through the court and the Receiver, to the local authority.

Don't forget your dog licence, either. You'll only rue it, for you'll have to pay considerably more than 7s. 6d. when you get into court.

If the police prosecute you for not assuring Ponto's legal status, half the penalty goes to the Police Fund and half to the local authority. But, if the county council prosecute, it gets it all.

But the standard rule in all fines is that the first allocation must be towards costs, unless you are ordered to pay both fine and costs.

Should a person be fined £5 5s. and the costs amount to £5, and you have only £5, that £5 would go towards costs, and you would go to prison for the remaining 5s., unless a merciful magistrate gave you time to pay.

So now you know. Next time you pay a fine, you will be able to tell your friends just what has been done with it.

Hardly sufficient consolation, perhaps. It would really pay better to keep the law.

Always uniform

From North to South East to West

Wherever men use Gibbs Shaving Cream—it comes from the tube uniformly soft and creamy—impervious to heat or cold—ready for perfect shaving. A rare virtue—and one of several in this British Shaving Cream. Try it! See how a morsel multiplies itself 200-fold in a creamy lather that stays moist. Mark how keen the razor, purring merrily through the unresisting beard. Thrill at the speed of it. Enjoy the soothing, cooling, after-effects of the cold cream that leaves your skin luxuriated.

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Gibbs Wooden Shaving Bowls	1/6 & 2/6
Refills	1/-

In handsome black Bakelite containers

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Gibbs Shaving Bowl	2/6

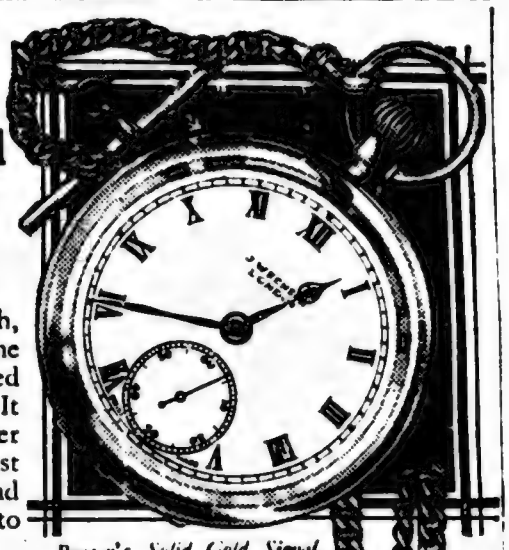
Gibbs Shaving Cream

GS 46d

THE CREAM OF SHAVES

Benson's offer to you

A solid gold watch for 7/- down



Benson's Solid Gold Signal Watch £7.7.0.

This solid gold "Signal" Watch, fully guaranteed by Benson's, is the finest value ever offered in low-priced watches. It is absolutely reliable. It has a well-made, fully jewelled lever movement, Breguet spring (the finest made), and is constructed to withstand climatic changes—a watch certain to give years of service.

You can have this watch immediately for only 7/- down under Benson's Times System of Monthly payments, the balance being payable in 14 monthly instalments of 10/-. You pay the cash price only. Send now for full details.

CHAINS—The illustration shows a pocket to pocket Albert, London made of solid gold (hall marked on each link). Benson's watch catalogue shows a large selection. This chain can be yours too for a small first payment.

NOTE.—*You may purchase any of Benson's pocket watches, chains, bracelet watches, rings, jewellery, clocks, plate, etc., under their system of Monthly Payments. Obtain full particulars and illustrated catalogues by indicating your requirements on the coupon below.*

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suitable for Drawing-room, Dining-room, Bedroom, etc. Handsomely bordered in new Turkey and artistic patterns (as illustration) and fashionable shades of Crimsons, Greens, Blues, Browns, Rose, and mingled Colourings to suit all requirements and large enough to cover any ordinary sized room. These Carpets, with FREE RUGS, will be sent out as Sample Carpets. They are made of material equal to wool, and being a speciality of our own, can only be obtained direct from our looms, thus saving the purchaser all middle profits. Money willingly refunded if not approved. Thousands of Repeat Orders and Unsolicited Testimonials received.

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"CAPSTAN" CURLY CUT

1-oz. foil packets 1/- 2-oz. airtight tins 2/-

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Daily Bread needs 'Golden Shred' -it's fine

ROBERTSON—only maker.

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FOR 4/- WITH ORDER

A special purchase of Pure Serge enables us to give our customers better value than ever. We have created a reputation with these fine suits. We have already sold many thousands, and our customers are highly delighted.

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A *Real Life Story* by JAN and CORA GORDON

TWO SNAPS

"One day she snapped a file of returned prisoners who were marching past"

Illustrated by Kealey

REAL life outdistances fiction whenever she deals in coincidence. No novelist would dare to take liberties with the law of chance such as life does almost every day.

* * *

Max Krike told us the first half of his love story at the *Closerie des Lilas*, in Paris. It was a crowded Tuesday evening.

Poets were disputing philosophy with short-story writers, other poets were talking scandal; painters were quarrelling over glasses of absinthe with other painters or were trying to convert critics to their views.

Scandinavian French, Italian French, German French or Spanish French were mingled with the French of Paris or of the Midi.

Women with bright eyes and strident lips flirted with other women's husbands, with painters or with poets. Tobacco smoke thick as a Solent fog hung veiling the crudity.

Paul Fort, the elected Prince of Poets, had just ejected into the street an uninvited intruder whose face did not please.

Here all that was interesting in Parisian pre-war Bohemia gathered every Tuesday night, and with wine, woman and song, aided by witty talk, shaped out those modern movements in art that have since set the world by the ears.

Mrs. Gordon and I were almost the only English privileged to attend these gatherings; not, I hasten to add, because of our artistic worth, for we were little more than students, but solely on account of my wife's ability to roar like a camel.

In this motley gathering, Max Krike, a slender, blonde poet, Dutch by birth, but passionately Parisian by inclination, had attached himself specially to us.

Speaking four languages, he at first only wanted an exercise for his English, but later this one-sided arrangement grew into a very genuine friendship that has lasted till the present day.

There was little about Max that seemed typically Dutch. He was not phlegmatic, he was neither cautious nor saving.

After a very few meetings he cast the whole story of his life at our feet and unburdened himself of his ambitions, his difficulties, and, above all, of his love.

For ambition, he planned to be the greatest French poet born a foreigner; for difficulties, he complained of a father who had cut him off without even the proverbial shilling because he refused to return to Holland, in consequence of which he had to earn a living as a guide; and as for his love . . . that is the crux of the story.

DURING the past summer he had guided a party through Europe for a well-known travel agency. Amongst the tourists was an American banker and his pretty daughter, Janet, aged seventeen and a half.

There is little doubt that Max could present himself romantically, with his ambitions and his difficulties.

He was like nothing that the daughter of a Middle-Western banker could ever have met.

Nor did Max hesitate to fall as violently in love, although he did hesitate to confide the news to father.

With the boundless idealism and vanity of the poet, he counted a banker as far inferior to himself, but he could perceive in fact that the banker might not accept such a valuation.

So the romance pursued its course round the monuments of Europe enhanced by all the glamour of secrecy.

On their return to Paris, Janet suggested to her father that they should continue Max as the family guide, and thus prolonged not only her lover's salary, but her own idyll. But not for long, as Max explained to us.

"IT was a most frightful piece of bad luck. We go round all the sights and at last come to the cathedral of Notre Dame. Father says he won't go up the towers because there is no elevators.

"So Mees Janet and I we go alone. Ah, bliss. On the first balcony we embrace!

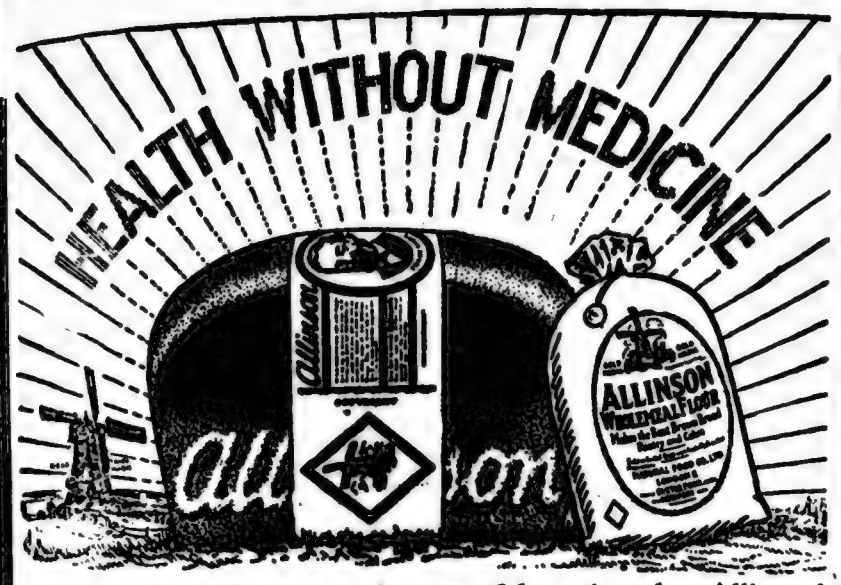
"But what do you imagine? This pestilent father has bought a new Kodak, of a most expensive kind. And at that very moment he snaps the front of the cathedral.

"The picture is so fine in detail he has it enlarged most frightfully big.

"*Eh voila!* There we are, in full embrace. *Mon Dieu!* what a show up Father says he has no use for poets. . . ."

Nevertheless, father was wise. He

(Continued on page 30)



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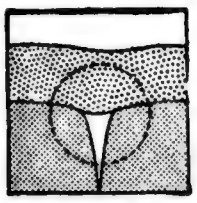
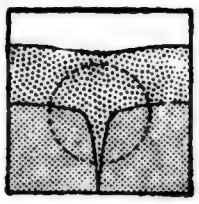


Note how ordinary, sluggish toothpaste fails to penetrate deep down where the causes of decay may lurk.



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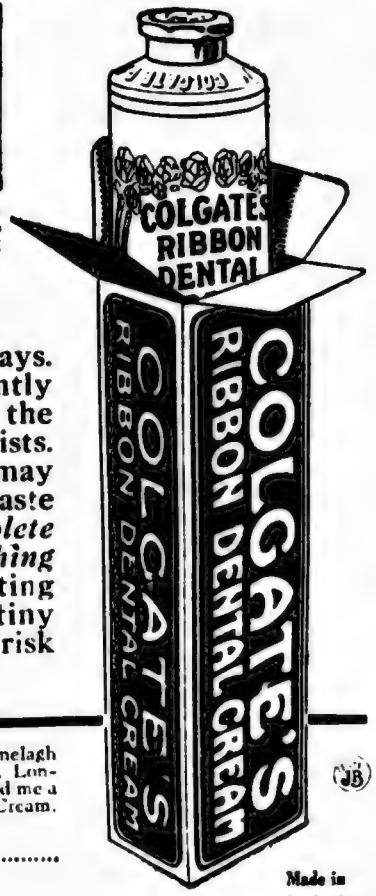

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Have you turned to the important offer on page 14?

TWO SNAPS

(Continued from page 28)

agreed to a conditional engagement, Max remaining in Paris, Janet returning to America. Absence, said father to himself, does not always make hearts grow fonder.

He guessed well. Janet was young, she was grasping greedily after new impressions, was immersed in vivid everyday life too eagerly to cling to the dimming image of her poet.

In time her letters became cooler in tone. Max replied with added vigour, but his poetic fire did not fit in well with her home atmosphere, with automobile parties, country club dances and the exaggerated masculinity of American youth.

One day Max called at our studio. He sat down by the stove and spread out his hands.

"It is no good," he cried. "All is finished. I have written to her that if she can feel no more than that we are wasting ourselves. . . ."

A short time after this the war broke out. Max declared himself a Frenchman at heart, and volunteered for active service.

* * *

We did not settle again in Paris until two years after peace had been made, and during this time had little news of our friends in Bohemia.

But a few days after our return to the gay city, as we were strolling past the now popular Café du Dome, the rallying-point of the artistic quarter, a man jumped from his table on the *terasse*, rushed across the pavement and embraced us enthusiastically. It was Max.

But he was a very different Max from the pre-war rapscallion. He was spickly dressed in clothes of the latest cut, and, dragging us to his table, he ordered drinks with the casual air of one to whom expense is no longer an object.

FORMERLY he had often lived through spring, autumn and winter on the proceeds of his three months' summer guiding.

"But, Max," we cried, "did you then make a fortune during the war?"

He spread out his hand on the table and put one finger with a gesture on a wedding-ring that he wore in Continental fashion.

"Look," he exclaimed, "that is my fortune. I am married, and, to whom do you think? To Janet. I beat the banker, after all."

"Listen, *mes amis*," he went on. "You know what I suffered for Janet, how in the end I forced myself to repudiate her, for, after all, a great poet must not plead too much, eh?

"The banker filled her days with pleasure and she forgot poor Max. She was young, impressionable. What will you?

"For my part, I welcomed the war. Now I could show the truth of my love for France and also I could die nobly, poetically.

"But the trenches give one other ideas, they are very realistic. I came back to life and I will not hide from you that I found other loves. In fact, I had buried the image of Janet.

"Then I was taken prisoner. It was not amusing to be a prisoner in Germany when there was nobody to send one parcels and letters. But I survived.

"After peace I was sent back. We were paraded publicly, we marched through the streets of Paris amidst acclamations.

"A month later I get a letter. 'Would Monsieur Krike be so kind, call at the Hotel Continental and ask for Madame Brefield?' I am intrigued, I go. It is Janet.

"She has changed. I scarcely knew her. She had learned something of life. We met almost as strangers, there was a shyness between us.

The co-authors of this story

"She began to speak of the past. She had married, not happily. Her husband loved other ladies, but without delicacy; he was a brute. So they divorce.

"She came to France with the Red Cross, for the adventure I think. If the sight of Paris recalled her Max she thought naturally that I had returned to Holland.

"But it seems this taking of snapshots is a family failing. She has bookfuls of pictures. One day she snapped a file of returned prisoners who were marching past. She is so intent on the photography that she does not regard the men.

"We found something—it had been human once . . ."

Read about it in Next Week's True Story,

THE FARM ON THE COAST,

by Richard Keverne

"THE film remained two weeks undeveloped. Then in the print one of the figures recalled me so strongly that she had it enlarged.

"Her suspicion became almost certainty. And with the practical nature of her race she at once took it to a detective agency.

"Well, that is all. She has tried a rich young man, she is now trying a poet, with more success I hope. In a way I am myself grateful for the delay.

"The war has made me a man. If my father-in-law had caught me that first time, goodness knows what he would have forced me to become."

We accompanied him to the edge of the pavement. He turned the door handle of a fine car with an owner's nonchalance.

Later we met Janet, a charming girl and undoubtedly a clever photographer. But her most treasured print is a rather commonplace picture of a file of men marching down a Paris street.

We learned that the other film, the one of Notre Dame, was destroyed by the banker before he left Paris. He was not going to have his daughter printing off a surreptitious copy.

HOMELY WISDOM

by CANON R. J. CAMPBELL, D.D.

THE *Worst Worries*

VISCOUNT CASTLEROSSE says in his whimsical way that worry's middle name is money. He has more than once openly stated that he himself has had to suffer from an insufficiency of cash for the greater part of his life, but the lack does not seem to have depressed him much.

I have never met him in the flesh to my knowledge, though I greatly enjoy what I see of him in print. He must be good company, for his sense of humour is like a bubbling fountain.

He is probably right in saying that money worries are the commonest; but I do not think they are the only worries nor the hardest to bear unless mixed up with others that strike deeper than the difficulty of making ends meet.

* * *

A friend of mine, dying, said to me that he was glad to go because he no longer felt able to keep on with the struggle to earn enough to meet the demands of voracious relatives.

He spoke in extreme weakness, but he meant what he said. Until then I had never suspected how much the poor fellow had been having to do for many years for selfish hangers-on among his kindred. It had been one long, ceaseless, anxious grind.

How many hard-working, honest folk there are in this country similarly situated only God knows, but if the confidences that come my way are to be trusted the number is not small. A man's dependents can suck the life-blood out of him.

* * *

I can well understand the toast that one of these overburdened victims of other people's shiftlessness and incompetence once gave me: "Here's to my friends, and damn my relations."

If the burden-bearer could feel that those clinging to his skirts were themselves doing their best to face up to life he could help them cheerfully; but when he knows it is not so, the going is hard.

There may seem to be no escape. You may be so tied that you just have to fork out and to go on giving life and strength rather than allow your name to be disgraced or someone else's heart to be broken.

The most sacred intimacies of your soul may be at stake; for your home may be invaded and its unity rent and torn by the misplaced affection of, say, a foolish mother who will conceal or pander to the bad habits of a son who will never do any good for himself so long as he knows he has a father to stand between him and ruin.

Or, even when the problem is not so dark, it may be none the less wearing as when persons over whom you have no control make first one silly venture and then another, the cost of whose collapse you know quite well will ultimately fall on you.

One of the most respected business men in the city used to say: "Don't try to prop up a falling house or pull up a quagmire. It is kinder in the end to let a fool realise the consequences of his folly before coming to his help, and better for your own peace."

* * *

No man need be beaten by worry whose will is firm and conscience clear. In nearly every worry there is refusal to face facts, and these are seldom as bad as they seem. It is better to accept sorrow than dwell daily with dread.

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I AM a married woman, mother of a family, suddenly faced with a terrible crisis. I lost my father and mother when I was a child of twelve, and except for an uncle, my mother's brother, living in London and reputed to be "wild," I had not at that time a living relative.

I was at a convent school in France when the news was broken to me. I was also told that no money had been left.

However, I experienced nothing but kindness at this period, and I had made up my mind to enter the order as a teacher novitiate, when there came a surprise in my life.

On my sixteenth birthday my uncle from London turned up. He was old and careworn, and he offered me a home.

He said he was lonely, and would be glad of my companionship, and in return for some slight help, such as housekeeping or reading aloud to him, he would treat me in every way as his daughter.

With the full approval of those about me, I closed with this offer, and my uncle faithfully kept his word.

HE lived in a large house, keeping several servants. He made me no regular allowance, but whenever I needed clothes I had but to ask.

Then, one morning my uncle was found dead in bed, and I was suddenly called upon to act as his executor.

He had left no will, but the family lawyer was helpful, and I was enabled to substantiate my claim as "next-of-kin."

At the age of twenty-two I found myself a very considerable heiress and mistress of my own life.

For over a year I had been friendly with a young curate, who was in love with me, but who I knew would never propose to a woman so much richer than himself in this world's goods.

It was I who popped the question, pointing out how much good we could do jointly with my comfortable income. We married, and my words have come true.

We have been married twenty years, and much social work is being done that could not be afforded on my husband's salary.

We have two boys at college and our youngest, a girl, at the high school. All this for the moment strains our resources, but we are working for the future.

NOW this future is in jeopardy. Going over a number of old letters, I have discovered that my uncle had been married and left a widower with one son.

I cannot trace this boy's death, so if he is alive, he, and not myself, is the heir to the property. In view of the good that is being done with the money, surely there is no need to probe further?

Surely I am not called upon to be the one to bring down my house in ruins upon my own head?

"HUMANIST" says: Some accident may shatter your paradise. A secret of this sort may be unravelled by people who make a business of searching wills.

Confide in your lawyer, who may be in possession of facts that will set your mind at rest. If not, he will advertise for the missing heir. Whatever the outcome, you will then have done the right thing and kept that which is better than gold—integrity and honour.

Human Documen

"... I will struggle"

HIS FINAL DREAD

AN old bricklayer, seventy-seven years of age, I came to this place as a lad of twelve, and have been in the same neighbourhood ever since.

Here I have worked, married, reared a family of eleven, eight of whom are still living. But all are poor, and some are themselves workless.

I worked at my trade until an accident deprived me of the use of my right hand.

I aimed to make ends meet by peddling round the country roads with small wares. I am known and did well for a time. Now rheumatism is attacking my legs, and I can no longer tramp from house to house.

In these circumstances, though it went sadly against the grain, I applied for a little out-relief, only to be met with an order for the workhouse.

Rather than sink to this last ignominy I will struggle till I drop. For man and boy I have lived in this parish as a very respectable householder and citizen, for sixty-five years keeping up my end, until old age crept on.

"HUMANIST" says: Doubtless the order was offered in the hope that you would accept the nursing care necessary for your enfeebled condition.

But if this can be secured in the home of one of your married children I trust the Poor Law authority will recognise your sturdy independence by granting you a little out-relief.

REVENGE
is not sweet

I MARRIED, more than twenty years ago. For three years we were ideally happy, and the arrival of a baby girl added to our bliss.

Then one evening I brought home a man pal and introduced him to my wife. One day I was confronted by a note informing me that the two had eloped.

I nearly lost my reason with grief and shock. Then, pulling myself together, I began to live for the child.

To-day I am blessed with the companionship of a daughter who adores me.

One night, when I was sitting alone by the firelight, a timid knock came to the door. I opened it, to find myself face to face with the woman who had betrayed me.

She had been deserted, was miserably poor and pitifully hungry, and begged me to take her in. Rage surged up in my heart, and exclaiming "Never! This is the hour of my revenge!" I banged the door in her face.

Next day her poor body was dragged from the river. She was unrecognised, and buried as an unknown woman of the vagrant class. "Found drowned."

Since that moment I have suffered the tortures of the damned.

My dead wife haunts me. I spend sleepless nights trying to decide whether I ought to tell my daughter the truth or not.

"HUMANIST" says: Although you have proved that revenge is a terrible weapon that returns like a boomerang, that is no reason for upsetting your daughter. Leave her to think the best, and bear your sorrow in silence.

Soccer Tips by OUR EXPERT

Matches Played September 13

FIRST DIVISION.
(1) WEST HAM v. Chelsea.
(2) BIRMINGHAM v. Manchester C.
(3) BLACKPOOL v. Middlesbrough.
(4) Bolton v. Aston Villa.
(5) GRIMSBY v. Wednesday.
(6) LEICESTER v. Portsmouth.
(7) Liverpool v. HUDDERSFIELD.
(8) Manchester U. v. Newcastle.
(9) SHEFFIELD U. v. Derby.
(10) Sunderland v. Arsenal.
(11) LEEDS v. Blackburn.

SECOND DIVISION.
(1) BRADFORD CITY v. Bristol C.
*(2) W.B. ALBION v. Everton.
(3) CHARLTON v. Barnsley.
*(4) PORT VALE v. Cardiff.
**(5) BURNLEY v. Reading.
(6) Notts Forest v. Stoke.
*(7) OLDHAM v. Millwall.
(8) PLYMOUTH v. Southampton.
(9) PRESTON v. Wolverhampton.
(10) SWANSEA v. Bury.
*(11) TOTTENHAM v. Bradford.

THIRD DIVISION (Southern Section).
*(1) WALSALL v. Norwich.
(2) BOSCOMBE v. Watford.
(3) BRISTOL R. v. Crystal Palace.
**(4) COVENTRY v. Thames.
(5) EXETER v. Torquay.
*(6) FULHAM v. Orient.
(7) Gillingham v. NORTHAMPTON.
*(8) LUTON v. Southend.
(9) Newport v. BRENTFORD.
**(10) Q.P. RANGERS v. Brighton.
(11) SWINDON v. Notts.

THIRD DIVISION (Northern Section).
**(1) Stockport v. Hartlepools.
(2) ACCRINGTON v. Tranmere.
(3) Barrow v. YORK.
(4) CHESTERFIELD v. Rotherham.
(5) DARLINGTON v. Crewe.
(6) DONCASTER v. Hull.
(7) Gateshead v. Lincoln.
(8) HALIFAX v. Nelson.
(9) New Brighton v. Wigan.
*(10) ROCHDALE v. Wrexham.
(11) SOUTHPORT v. Carlisle.

SCOTTISH LEAGUE.
**(1) RANGERS v. Leith Athletic.
(2) Aberdeen v. Motherwell.
(3) Clyde v. HEARTS.
(4) East Fife v. AIRDRIEONIANS.
(5) FALKIRK v. St. Mirren.
(6) Hamilton v. CELTIC.
(7) HIBERNIANS v. Partick.
(8) KILMARNOCK v. Ayr.
*(9) MORTON v. Cowdenbeath.
(10) QUEEN'S PARK v. Dundee.

WINNERS IN CODE

Probable winners are set in CAPITALS. Where no distinction is made a draw is likely. Best selections are marked with two asterisks and next best with one.

As injuries to players and consequent alterations in teams may affect the chances of different clubs, we shall publish last-minute JOHN BULL special selections in code in the *Daily Herald* and *Sporting Life* each Saturday morning.

Division and number will be quoted as above, together with *H* for home team and *A* for away team.

Example Code: Div. I.—2(*H*), 9(*H*). Southern Section.—4(*H*), 10(*H*), 7(*A*). Scottish League.—1(*H*), 5(*H*). This would indicate Birmingham, Sheffield United, Coventry, Q.P. Rangers, Northampton, Rangers, Falkirk.

SWOLLEN JOINTS

HOT WEATHER, LONG WALKS, ADD TO THE CHRONIC PAIN CAUSED BY KIDNEY TROUBLE

The majority of women (and men, too) who complain of swollen joints, pains in back and muscles, fail to realise that the seat of their trouble lies in the kidneys. Extra exertion in hot weather on holidays aggravates this trouble and makes the swollen joints' terribly painful. Are you going to wait until you must lay up?

THIS FORTY-YEAR-OLD REMEDY BEARS A DEFINITE GUARANTEE

The only possible remedy for the kidney trouble that causes swollen joints, backache rheumatism, sciatica, lumbago, must act directly on the kidneys, and that is why we state clearly and definitely that the world-famous De Witt's Kidney and Bladder Pills are guaranteed to do this.

Why not let De Witt's Kidney and Bladder Pills start to end your pain to-day. Go to your chemist and get a 3/- box. Take them regularly. You will be amazed how quickly health will come. If you really want health and the vigour and vitality that makes you enjoy work and pleasure, do not delay this matter. Act to-day. The sooner you have De Witt's Pills in your home the sooner you will be pain-free and have, once again, health and splendid fitness. Remember, there is no substitute, nothing just as good as De Witt's Pills—the remedy with the guarantee.

Ask your chemist his candid opinion of this famous remedy. He knows all about the prescription clearly printed on the box, and can tell you why these pills can, will and must do you good.

But, best of all, is the definite guarantee given with every box. If within 24 hours you do not have proof that these pills are acting through the kidneys, return your partly used supply—your money is given back in full.

We have thousands of letters that prove that there is no better remedy for rheumatism, swollen joints and backache than

DeWITT'S
KIDNEY AND BLADDER
PILLS

Superfluous Hair

Gone in 3 Minutes!

VEET not only removes ugly hair on arms and legs instantly, but delays its re-appearance for an amazingly long time.

1 Just apply Veet, a dainty perfumed cream, straight from the tube.

2 After two minutes, wash away the hairs—not even a shadow remains.

3 And the skin is left as soft and white as if there never had been any ugly hair.

4,000,000 Users

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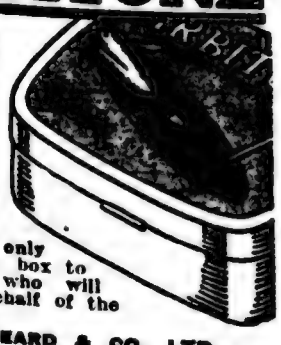

and save the irritating scratch and woolliness inseparable from imperfect needles.

260 Needles in box 9d., of Gramophone Dealers, or write direct, sending name of dealer.

Hand this **SPECIAL OFFER COUPON** and 6d. only for sample 9d. box to your retailer, who will exchange on behalf of the manufacturers.

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DON'T SUFFER WITH DANGEROUS INDIGESTION

Do you suffer after meals with belching, from sour and acid stomach? Those who do sometimes fear they have heart trouble. These conditions can be quickly relieved and then prevented.

Take Carter's Little Liver Pills after meals. They disperse the gases and encourage digestion.

The stomach, liver and bowels will be cleansed of poison, and dangerous painful indigestion disappears. Ask your chemist for 1/3 or 3/- pkg. Carter's Little Liver Pills.

YOU CAN BANISH YOUR CATARRH AND HEAD NOISES

I WILL TELL YOU HOW free

You can now BANISH your catarrh and once more enjoy normal health not only for a few months but PERMANENTLY. However long you've suffered I say you can stop your catarrh suffering almost immediately. Sounds too good to be true? Well, it IS true. I KNOW it. I've PROVED it and I'll prove it to YOU, free of cost, NOW.

NASAL CATARRH ORIGINATES in the COLON

Nasal Catarrh DOES NOT begin and end in the nose. It is right through the system. Nasal Catarrh commences in the COLON and lowers the resistance of the body. Thus germ invaders are permitted to remain in the nasal cavities and *multiply*. Result, closed nostrils and mouth breathing. Germs breed in throat and ears, causing throat trouble and head-noises. Germ-infected mucus from the head and throat is swallowed WHILE ASLEEP. This causes INDIGESTION, FLATULENCE, HEARTBURN, and CONSTIPATION. Prior to the important discovery that catarrh commences in the colon, it was thought that by using inhalants, douches, sprays, atomisers, etc., to treat the NOSE AND THROAT, the trouble would disappear. YOU HAVE USED THESE METHODS AND STILL HAVE CATARRH. Every remedy based on the wrong idea that catarrh is confined to the nasal cavities is a FAILURE, and now you know WHY.

SOMETHING NEW—DIFFERENT—SUCCESSFUL.

The only way to banish your catarrh is to remove the cause. Never mind what you've tried or how many times you've been disappointed. I KNOW you've not yet used the RIGHT method and want you to use it *NOW*—*without risking One Penny.* It's a new way—entirely different and successful. Under its influence the CAUSE of hawking, spitting, sneezing, nose-blowing, heartburn, head-noises, nausea, dizziness, partial deafness and headaches is quickly and permanently corrected. No need to wait and pay out a lot of money. You can stop your catarrh suffering OVERNIGHT.

CATARRH IS DANGEROUS.

Catarrh is dangerous as well as unpleasant. It induces physical and mental dullness—undermines your health and weakens your will. Neglected, it leads to serious throat diseases, total deafness, gastritis, asthma, bronchitis and CONSUMPTION. Don't waste any more time or money on WORTHLESS NOSTRUMS, but ask me to tell you how you can get rid of your catarrh and head-noises, not merely for a day, a week, a month or a year, but permanently. Send no money—just tear out this announcement, write your name and full address on its margin and post to-day.

Allan Cooper
109, KINGSWAY, LONDON, W.C.2.

HAVE YOU CATARRH?
Does your nose feel stuffed up?
Does mucus drop into your throat?
Have you noises in the head?
Is your hearing failing?
Do you catch cold easily?
Is your breath offensive?
Do you cough up phlegm?
Is your throat sore?
Is there a tickling in your throat?
Is your memory poor?
Do you get tired quickly?

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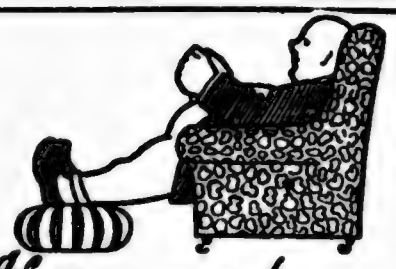

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AG CIGARETTE PAPERS

The *BEST* the world produces.

This Week's Special Offers appear on pages 3 and 12

Our Letter Parliament

Life's Secrets ON THE BLACKBOARD?

IT is time the shame-faced mystery-mongering prevalent about sex should cease.

It is at school that children learn facts and theories of the world and forces that surround them, and it is at school, therefore, that they can best be taught this all-important subject.

Let us be honest. Many of us received proper instruction too late, and regret having received tuition from teachers qualified only by abnormal sexual passion and appetite.—*H. D. S., London, N.*

Open Eyes

I'm not a prude, but common-sense tells me that the mere suggestion of teaching sex in school is abominable.

The plausible reason adduced is that girls are led astray through ignorance. Bosh!

What young people nowadays don't know about sex matters is hardly worth knowing. For one girl who falls through ignorance, a hundred fall through that gross familiarity with sex which destroys the moral sense.—*A Modern Mother, Musselburgh.*

So Ashamed!

God so loved His handiwork that He dedicated to woman the sacred power of conception, and to her mate the ability to assist in the fruition of that wonderful gift.

Yet our educational system is so ashamed of those sacred endowments that it forbids the telling to our offspring of Nature's beauteous truths!—*Robt. W. Lock, Devon.*

Putting It Over

Many parents find it too embarrassing to give the necessary information to their children, whilst many children sensitively shrink from any approach to the subject by their parents.

With a suitable text-book and their training, teachers would undoubtedly be more successful in "putting it over" than the average parent.—*David Lloyd, Wales.*

Doctor's Job

The greatest stumbling-block to sex teaching is the element of indecency which is bound to creep in, and could we prevent the older boys contaminating the young? I doubt it.

The only safe way to teach sex is through clinics for youths from fourteen years up, with the attendance once a week for a short lecture by a doctor or other qualified person.—*J. P. R., Tollcross.*

Obnoxious

Our forefathers produced a clean, virile race without any such obnoxious nonsense as teaching about sex.

At adolescence, Nature will supply all the necessary knowledge.

Imagine a child asking its father or mother to help to solve some sex problem put in the home lessons!—*W. H., Hammersmith.*

Old Youngsters

Already, thanks to "bedroom" plays, "outspoken" books and suggestive films, our young people are sophisticated at a surprisingly early age.

For pity's sake let them retain their natural innocence and simplicity until they are of an age to digest such a subject.—*Old-Fashioned Mother, London, S.W.*

Refused Task

As a teacher, I refuse the responsibility of teaching sex to other people's children; as a father, I object to other people talking sex to mine.

Let the schools train our girls to be modest and ladylike, and our boys to follow the advice given to Tom Brown by his father—never to do anything of which his mother or sister would be ashamed.—*A. W., Mon.*

False Modesty

The old ideas of false modesty have passed away, and we have to face the fact that our girls and boys are asking themselves the questions, "Whence came I?" and "Who made me?"

If this knowledge be imbibed by them in easy stages, then their "dangerous curiosity" will be overcome, and the tasks of mothers and fathers will be made easy in leading these enquiring minds further into the secrets of human intimacy.—*G. D., Ayr.*

Unnatural

Sex instruction should not be given to children of fourteen or under.

To give such instruction would bring about an unnatural condition in these children, whose thoughts should be concerned only with education, sport and recreative hobbies, and who should be learning the game of life without the neurotic influences which would be engendered.—*J. Ward, Manchester.*

Solved

I believe that at last we are approaching a solution of the [illegible] problem.

Our boys and girls are no longer reared in the "hot-house" atmosphere which must occur when "everything" is covered up."

Lads and lasses are no longer ashamed of their limbs or of their bodies.

Comradeship between the sexes, hygienic dress and habits, and the open discussion of normal physical subjects tend to weaken the "urge" of sex and to establish a healthier mentality.—*H. J. Reynolds, Westminster, S.W.*

Funky Parents

The normal functions of life are not holy mysteries or foul obscenities. Accurate scientific information should be given by persons qualified to do so by knowledge and character.

The approach should be biological rather than personal.

Parents should teach these things to their own children. But many are not fit to do so and others funk it.

When our children are given full knowledge of sex, the only ones to suffer will be dealers in nasty literature.—*Sanus, Abercynon.*

Usurped Duty

Where is the mother of to-day to allow anyone to take the duty of sex instruction from her?

When a woman brings a little life into the world, then it is her duty to mould that little character by explaining the wonderful mystery of life by simple instances, such as birds, animals and plants.

Then when a direct question comes from a child of twelve or thirteen a correct answer from mother will be understood.—*R. P., Essex.*

Embarrassed

The young boy at school before acquiring any knowledge of sex is the happiest being in the world.

He plays with girls just as he plays with boys, and relations between him and his girl friends are just the same as between him and his boy friends.

Teach him about sex and he will begin to look at his girl friends in a different manner. He will feel embarrassed in their company and will no longer be his natural self.—*D. D. Dee, Birkenhead.*

* * *

Life Lines

Don't cloud the tender years of innocence with the miasma of sex-knowledge. That branch of the tree casts a poisonous shade.—*T. E. O., Brighton.*

The intelligent child in Nature's own good time works out the sum and gets the answer. Would you give him a ready reckoner?—*B. C., Middlewich.*

If the "three R's" are necessary to equip the child for its economic well-being, sex intelligence is more so to equip it for a decent social and moral future.—*P. J. F., Brixton.*

Teach in school the question of sex and many of our girls would be kept from becoming mothers before they are wives.—*F. J. P., Northumberland.*

ORIGINAL letters upon the subject below, not exceeding 100 words, are invited. 10s. will be paid for each letter published. Envelopes, marked "Letter Parliament," must reach us by first post on Tuesday, Sept. 16.

What Wirelesss Means in My Life

Trains Goyescas, B. Jarvis

Race with "Silver Ring"

'ALLY PALLY' Winners

SEVERAL readers have asked me when the Free Handicap weights will be published, and as this subject is of general interest, I have not replied through the post.

The Keeper of the Match Book, Mr. Dawkins, frames this event, but nowadays it is not run until his juveniles have reached three years of age.

We used to have the weights in early October. They come to hand now at the end of November.

The handicap is "free" inasmuch as owners do not pay unless they accept. Unless there are thirty acceptances, the race is at the option of the Stewards.

When compiling his weights last year, Mr. Dawkins gave the post of honour to Diolite, with Press Gang, Challenger and Blenheim, the Derby winner, his nearest attendants.

Many backers follow the leading half-a-dozen in all their three-year-old races, and usually show a handsome profit.

This year Mr. Dawkins will have some difficulty in sizing up the Beckhampton and Stockbridge youngsters, but I shall not be surprised if Goyescas—who has run only once, when beating Four Course at Ascot—figures at the top of his handicap.

Alexandra Park and Ripon occupy our attention this week-end. At "Ally Pally" I am going for two "O's," Observer in the September Handicap and Overmist in the Finsbury Handicap.

At the Yorkshire meeting I suggest Bucks Maiden for the Ripon Autumn Handicap, and Rejected Countess for the nursery.

"JOHN BULL'S" CODE

The Code for this week is as follows. It covers the racing from Thursday, September 11, to Wednesday, September 17.

A	S	3	O	E	J	W	G	P	X	C	Z	R	H	L
9	I	K	2	F	M	D	V	Y	B	Q	5	T	N	U

In place of the Code letters printed in the *Sporting Life* and the *Daily Herald*, read the one above or below, as the case may be. QUFYTQ9IN would read CLEAR CASH.

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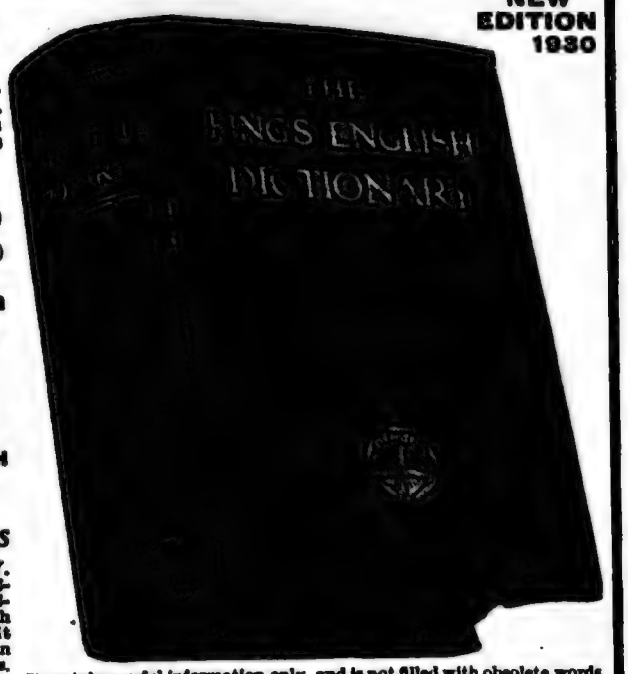

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£650

Awarded in "John Bull's" Crossword Competition No. 78.

In the above Competition, correct solutions were received from the following seven competitors, who share the £650 offered. To each of them, subject to the conditions of the contest, a cheque for £85 14s. 4d. will be despatched.

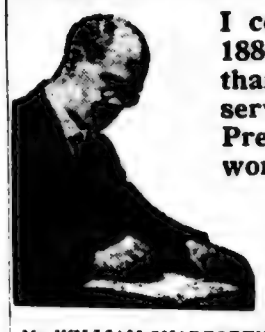
E. Bibb, 9, Pleasant Terr., Walters Rd., Llansamlet, Swansea. Mrs. D. R. Edwards, "Wellfield," Vicarage Rd., Morriston, Swansea. Miss J. Edwards, 92, Mill St., Farington Leyland, Lancs. Mrs. J. Hollins, 76, Rogers Rd., Dagenham, Essex. A. J. Holmes, 78, Recreation Rd., Selby, Yorks. Mrs. Marsh, 25, Mansfield Rd., Intake, Sheffield. D. R. Spooner, 131, Parchmore Rd., Thornton Heath.

Solutions containing one error were received from the following 70 competitors, who share the additional £650, each being awarded 14s. 4d.

Ainsworth, H., 18, South View, Sealand Rd., Chester; Baldwin, Miss B., 1, Euston Mkt., King's Cross, N.W.; Balls, H., 6, Hadden Rd., Sutton; Bate, Mrs., 32, Thornbury Rd., Anfield, Liverpool; Bentley, M., 9, Leopold Rd., Leeds; Bowden, R., 39, Carlyle Rd., Edgbaston, B'ham; Brawn, Mrs. A. E., 20, Queen St., Desborough; Britton, F., Bleak Terr., Cockfield, Co. Durham; Brown, H. D., 14, Paris Street, Lambeth, S.E.1; Bulpitt, E., 41, Fleet St., Pemberton, Wigan; Cavanagh, T., Coldgill Av., Gr. Broughton, Cockermouth, Cumbs.; A., Ribston Pk., Nr. Wetherby, Yorks; Church, C., 24, Arrow Rd., Bromley-by-Bow, E.3; Claridge, H. W., 30, Digby Gardens, Dagenham, Essex; Clark, Miss I. G., 28, Jubilee Rd., Doncaster; Coales, C., 51, Taylor St., Sutton, St. Helens, Lancs.; Coath, W., 51, Note St., Plymouth; Colley, H., 11, Ousebourne Av., Acomb, Nr. York; Collier, G. W., 24, Ainsty Rd., Harrogate, Yorks; Cowlishaw, Miss M., 118, Abbey St., Rugby, Warwicks; Crawe, T., 20, Reddish Rd., South Stockport; Dent, G., 12, Belmont View, Anfield, Liverpool; Dickinson, G., Fishdan Lane, Carlton, Nr. Barnsley; Doncckley, J., 8, High St., Workington, Cumbs.; Elliott, F., 16, St. Aldwyn's Rd., New Seaham; Elshaw, Miss B., 9, Moor End Rd., Sheffield; Evans, D., 22, Batoum Gardens, Hammersmith, W.6; Evans, Mrs. E., 719, Hartshill Rd., Stoke-on-Trent; Field, F. G., 69, Ernest St., Middlesbrough; Fothergill, L., 35, Markham Av., Leeds; Garratt, Mrs., 17, Deverill Rd., Warminster, Wilts; Greenberg, C., 183, Green Lane, London, N.16; Hawkins, Mrs., 45, Castle Rd., Isleworth; Haydock, G., 2, Spring St., Darwen, Lancs.; Hayward, Mrs. E., The Rowse, Patchway, Nr. Bristol; Henry, Miss B., 139, Maida Vale, W.9; Hopkins, Miss N., 20, Oxford Av., Mutley, Plymouth; Irving, Mrs. S., 32, Rodney St., Haverton-Hill-on-Tees; Jay, Mrs. D., 7 Thoroton Rd., Wordsbridgeford, Nottingham; Johnston, Mrs. W. L., 69, Church Rd., Cinderford, Glos.; Jones, T., 5, Pendarren St., Aberdare; Lamb, G. B., 67, Logie St., Lochee, Dundee; Lewis, J. H., 33, Inglefield Av., Cardiff; Lones, G. E., 25, Warwick St., Barrow-in-Furness; McKenna, T. J., 7, Heol, Goffa, Llanelly, S. Wales; McLelland, G., 14, Colliery Houses, Kinglassie, Fife; Moore, Mrs. L., 55, Partington St., Castleton, Rochdale; Parsons, Mrs. E., 28, Ditchling Rise, Brighton; Peacock, R., 48, McLellan St., Kinning Pk., Glasgow; Perrin, Chef., Regent Hotel, Cheltenham; Pilcher, Miss H., Petham, Nr. Canterbury; Rayner, J. E., 72, Hythe Hill, Colchester; Reed, J., 23, Addison St., Newcastle-on-Tyne; Roberts, H., 17, White Hall Lane, Slades Green, Kent; Routledge, G. W., 392, Moss Bay Rd., Workington, Cumb.; Rowlands, Miss B., 66, Rodney St., Swansea; Rudd, R., 122a, Darlington St., East Wigan; Samuel, Miss M., 33, George St., Port Talbot; Taylor, Miss D., 52, Grafton St., London, W.1; Tincknell, Mrs. F., 45, Abbeyfield, Rd., Rotherhithe, S.E.16; Trusler, Miss E., Hill View, New Duston, Northampton; Tully, J., 55, Benhill Av., Sutton, Surrey; Walkling, Miss D., Southwark Hospital, E. Dulwich, S.E.22; Wallbank, J., 91, Smith St., Nelson, Lancs.; Wareham, W., "Rimmington," Draycott Rd., Ensbury Pk., Bournemouth; Weeks, Miss E., 74, Kilburn Sq., Kilburn, N.W.6; Wignall, J., 34, Wilkin St., Clitheroe, Lancs.; Williams, T. V., 8, Victoria Terr., Belle Vue Rd., Leeds; Winton, M. W., 1, Kerse View, Grangemouth; Wyness, Mrs. E., Rockliffe, Bathgate.

Another £600 Crossword appears on Page 36. Try your skill now.

What I Know about Medicines



Mr. WILLIAM SHADFORTH, *Pharmaceutical Chemist.*

I commenced dispensing medicines in the year 1884, and since then have probably dispensed more than any man living. Millions of people have been served by me. In one form or another Shadforth Prescriptions, to-day, are prescribed by the world's best doctors. My book, containing hundreds of prescriptions, written in plain English, will be sent free of charge with your first order. Below are examples of

SHADFORTH PRESCRIPTIONS MOST IN USE AT THIS SEASON OF THE YEAR.

INDIGESTION

No. 1077 (Non-Purgative.) Thousands of Sufferers from Acidity, Heartburn, Sour Stomach, Fermentative Dyspepsia, Gastric Catarrh, Wind or Flatulence, Fullness after Meals, and all forms of acid indigestion, have been cured by this prescription, which is composed of: —*Bismuth Carb., Soda Bicarb., Magnesia Carb., Carminative — Aniseed, Peppermint, etc.* In Tablets, with directions. Sizes 1/4 (72), 2/6 (144), 7/– (432).

CATARRH

Cold in the Nose

Catarrh is often the first stage of Bronchitis, Cold on the Chest, Pneumonia, Throat, Ear and Lung Trouble. The **Shadforth Triplex Catarrh Treatment (No. 331/T)** acts like a charm, and considering its efficacy and how often it will save a man being off work for days and weeks, the cost is very small in comparison.

Prices 8/6 and 12/6. Trial Course 4/6.

MEN OVER FIFTY.

30% Suffer from PROSTATITIS

They live in discomfort by day and their rest is disturbed at night.

What they need is the mild, soothing antiseptic provided in Shadforth "Bladder comfort" No. 285. It acts like a charm. It is prescribed for chill on bladder and kidneys, cystitis or bladder inflammation, disturbed nights, burning, prostatitis, leg pains, rheumatism, sciatica, etc. Don't worry yourself into a nervous wreck. Get immediate relief and avoid an operation with the proved remedy: Shadforth Prescription No. 285. Price 2/6 (50), 4/6 (100), 13/– (300 pills).

HEART and Nerve TROUBLE?

PRESCRIPTION THAT ALWAYS BRINGS RELIEF

HEART DISEASE IS RARE; don't be alarmed because you suffer from palpitation or pain near the heart. If it isn't indigestion, it's overstrung nerves. **Shadforth Tonic (No. 632)** will strengthen the nerves, steady the heart, and tone up stomach and kidneys. Don't imagine yourself into an illness; have a good rest, take the prescription, and be normal in a few days. Prices: 2/6 (72), 4/6 (144) and 13/– (432 pills).

This prescription prevents palpitation, faintness, heart failure, tremblings, run-down condition, and stops your falling to pieces feeling.

BACKACHE

No. 40 **For Backache with Muscular Rheumatism,** nothing is better than this tablet, composed of: —*Potas, Nitrate, Colchicum, Methylene Blue, Buchu, Venice Turpentine, Bearberry, Capsicum, Juniper Oil and Copaiba.* This prescription stimulates the kidneys and has a soothing antiseptic effect on the bladder. The methylene blue kills pain, it colours the urine blue. Dose.—1 or 2 thrice daily.

Prices 2/6 (72), 4/6 (144), 13/– (432 tablets).

NEURASTHENIA

and Nervous Breakdown,

Absent Mindedness, Loss of Memory, Debility, Depression, Lassitude.

You can pull through. Depression, Brain Fag, Loss of Memory, Debility, and Neurasthenia are conditions and not diseases. The **Shadforth Neurasthenia Prescription (No. 470)** acts like magic. You are brighter in an hour and a new man in two days. A proved remedy. Prices: 3/3 (50), 6/– (100), and 17/– (300 tablets). This can be taken alternately with the Heart Tonic (No. 632). That is to say, take No. 470 for a few days and then No. 632 for a few days, and so on.

(*See Heart Trouble*).

HIGH BLOOD PRESSURE

WORLD'S BEST PRESCRIPTIONS FOR HEART AND ARTERIES

Don't be alarmed at heart attacks. Live your normal span; palpitation, tremblings, heart attacks, depression, nervousness, insomnia, hardening of the arteries are only serious when neglected. Shadforth Blood Pressure Reducing Tablets (No. 1,129) quickly restore the arteries to their youthful vigour. They cost only 2/6 and 4/6. In addition take the Shadforth Heart Tonic Pills (No. 632). These quickly steady the heart, strengthen the nerves, and provide the tonic you need. They cost only 2/6 and 4/6. Full directions supplied. Two or three weeks of this treatment will make you feel 20 years younger. The Shadforth reputation for supplying the world's best prescriptions is your guarantee.

CRITICAL TIME TONIC

WOMAN'S MIDDLE LIFE

Just the thing to get you through those difficult years and re-establish your health. A gentle tonic for stomach, heart, nerves, and blood—exactly what your doctor gives you. Does not purge or constipate. Improves appetite and complexion. Removes depression and languor. Gives courage, hope, and a new lease of life. Also the best tonic for anæmic girls and nursing or expectant mothers. Ask for **Shadforth Prescription No. 2,467**—the critical time tonic. In boxes at 2/6 (72), 4/6 (144), and 13/– (432 pills).

WONDERFUL Book FREE!

If *YOUR* Health Trouble is not mentioned on this page, send IMMEDIATELY for this FREE BOOK of valuable prescriptions. Specially compiled by Mr. Shadforth. In the interests of your own Health and the Health of your Family, you should get this book without any possible delay. It is quite Free on receipt of a postcard and a copy will also be presented to all "John Bull" Readers sending an order for any one of the Prescriptions on this page. SEND WITHOUT DELAY. Ask for Booklet No. A202 and please mention "John Bull."

You obtain these Prescriptions post free at the prices named (abroad extra) from :—

Mr. WM. SHADFORTH, Pharmaceutical Chemist. Shadforth Prescription Service Ltd.
49 (Dept. J.B.107), King William St., London Bridge, E.C.4.

Branches: 168, High Street, Walthamstow, E.17; 409, Barking Road, East Ham, E.6; 1a, Durban Road, West Ham, E.15; 6, Ashton Parade, Chadwell Heath; 2, Heath Park Parade, Gidea Park; 44, London Road, Romford: 2148, Green Lane, Becontree Heath; and 63, Grove Road, Bow, E.3. Garages hold stock.

How's that Ref? -It's Good!

SHARP'S GOLDEN SUPER TOFFEE

SIXPENCE PER QUARTER

DELIVERED for 9/-

THIS MAGNIFICENT GRAMOPHONE, together with 10 double-sided records, will be delivered free at your home on receipt of 9/- (Purchase completed, 9/- Monthly). Superb Oak Cabinet, standing 37½ ins. high, has double doors, fretted front, etc. Double spring "Garrard" motor. Latest pattern sound-box, giving clear voluminous tone. Many other models to choose from: Portables, Table Grands, Cabinets and "Consoles." All on easy terms. Write for fully illustrated Catalogue No. 45.

Crane & Sons LTD. HANOVER ST., LIVERPOOL.

How can I get rid of my Wrinkles?

ADVICE BY A NOTED MEDICAL PROFESSOR

The best way to restore youth to an aged faded skin and banish wrinkles and bad complexions is explained in a recent number of a Vienna Medical Journal, by Prof. Dr. Karl Stejskal, professor in the University of Vienna and a noted international authority on the skin.

Profe sor Dr. Stejskal says: "Predigested dairy cream and olive oil in combination with finely emulsified egg yolk and certain vegetable extracts—as contained in Crème Tokalon, are readily absorbed by the skin and nourish it locally" (where applied).

A woman of 48—a mother of three children—writes to our beauty specialist that after using Crème Tokalon Skinfoods for some weeks she does not now look a day over 33, and that she recently entered a beauty competition and won a £100 prize.

Use Crème Tokalon Skinfood Rose Colour at night and the White Skinfood in the morning. Successful results guaranteed or money refunded. White 1/- and 1/6. Rose 1/3 and 2/-.

Snap Your Fingers AT RHEUMATISM

—DISSOLVE—

THIS IN YOUR MORNING TEA.

Like stomach, liver or kidney disorders, and in fact most other bodily ills, rheumatism results simply from accumulations of impurities in the system. Call these germs, microbes, bacilli, toxins, uric acid or anything you like, but they are all impurities and form the primary cause of organic disease. It used to be thought that the only way to stop rheumatic pains was to drug the nerves and vital organs into partial insensibility by taking opiates and narcotic drugs, or rubbing on liniments. But authorities know better than to recommend such purely temporary expedients now. They advise a level teaspoonful of refined *Alkia Saltrates* in water every second morning before breakfast, or as much as will cover a sixpence can be added to your tea, coffee, water or other drink and taken every morning. No trace of any bitter, salty, sour, or other taste can possibly be detected. Also it cannot irritate or upset even the most delicate stomach. Try this and notice how quickly it dissolves and permanently clears out of your system all disease-causing impurities and painful uric acid deposits or sharp crystals in stiff joints and sore muscles. There is nothing better to cleanse and regulate a torpid liver or to flush out clogged kidneys. You can get some of this inexpensive standard compound from any chemist. It consists of the essential curative constituents found in certain natural medicinal spring waters, and will cure even the most severe case of rheumatism within a few days.

Win JOHN BULL'S X-WORD and clear

DON'T let any obstacle stand in your way. Run through the clues, put your best foot forward and take this big prize in your stride!

"JOHN BULL" will pay £600 for a correct solution on one form of JOHN BULL Crossword No. 81 appearing below. Failing a correct solution, the prize will be awarded to the reader whose entry is the nearest correct solution. An additional £50 will be divided between those competitors whose solutions contain one error only, or only one error more than the winning solution. Every reader has an equal opportunity — no competitor may send in more than one sixpenny double entry — entry fee Sixpence for TWO attempts. No claims required. No entries accepted after Thursday (noon), Sept. 18th. Solution of puzzle will be published in JOHN BULL on sale Thursday, Sept. 25th. Winner will be given in JOHN BULL on sale Thursday, October 2nd. Result of Crossword No. 78 appears on page 35.

Read these Rules and Conditions Carefully

1. Fill in puzzle opposite **IN ORDINARY INK**, not copying-ink or copying-ink pencil, sign your name and write your address in BLOCK CAPITALS. Cut out coupon, place it with a Postal Order value sixpence in an envelope bearing **three-halfpenny** stamp and post to "**John Bull**" **Crosswords (No. 80), 37, Long Acre, London, W.C.2 (Comp.)**, so as to reach us not later than noon on Thursday, September 18th.

Entry MUST be sent by post.

2. Postal Orders must be made payable to Odhams Press Ltd., and crossed — / & Co. / — and the date of sending the order complete with the name and address of competitor, must be written on the back. The number of the Postal Order must be written in the space provided in the Entry Form. Stamps cannot in any circumstances be accepted.

3. No responsibility will be accepted by the Editor for any coupon lost, delayed, not delivered or mislaid. Proof of posting will not be accepted as proof of delivery and no correspondence will be entered into.

4. In the event of a tie the **£600** prize will be divided between those competitors whose coupons are correct or contain fewest errors, but no competitor shall receive more than one share. Competitors should note that errors are computed according to the number of words which incorrectly answer the clues given.

5. Mutilated or altered Entry Forms will be disqualified. Solutions must be complete and filled in on Entry Forms provided.

6. No competitor may send in more than the two solutions "A" and "B" provided for on the Entry Forms.

7. The correct solution of the puzzle is known only to the Editor and will be kept under seal until all entries have been received.

8. The result of this competition will be published in the issue of JOHN BULL on sale **Thursday, October 2nd.** Any competitor who claims to have sent in a solution which is identical with the published solution or contains as few errors as the competitor announced as the **£600** prize-winner may have a scrutiny by demanding the same by or before first post **Tuesday, October 7th,** after which date the prize-money will be despatched and no claim will be considered.

9. If such demand is found to be correct the result will be amended accordingly and any competitor demanding a scrutiny must accept as final the result of such scrutiny as certified by the Editor.

10. Every request for a scrutiny must be made by Registered Letter only and must be accompanied by a remittance of £5, which will be returned to the competitor if his claim prove valid.

Request for scrutiny must be addressed to:—**The Competition Editor, "John Bull," Long Acre, London, W.C.2.** Envelopes should be marked "Scrutiny" in top left-hand corner. All applications must be accompanied by a copy of Entry Forms and number of Postal Order. No claims for scrutiny can be entertained in connection with the additional award of £50 cash, the winners of which will be finally decided according to the result of our careful searches of all entries.

11. Entries for this Competition must not be enclosed with "Bullets" entries or other correspondence addressed to JOHN BULL.

12. The Editor's decision is final and legally binding in all matters relating to this competition, and acceptance of this condition is an express condition of entry.

13. Employees of Odhams Press Ltd. and members of their families are not allowed to compete.

14. Failure to comply with any of the conditions involves disqualification.

Closing Date, Thursday (Noon), September 18th.

CUT HERE

"JOHN BULL" CROSSWORD No. 81

Entry Form "A."

JB81. *Do not separate these forms.*

Entry Form "B."

JB81,

In entering this Competition I agree to abide by the Editor's decision as final in all matters appertaining thereto and enclose 6d. P.O. No.....

These Entry Forms must not be separated and a postal order for SIXPENCE must be enclosed to cover either ONE OR BOTH entries.

SIGNED.....

ADDRESS.....

.....

Closing Date Thursday (noon), September 18th.

CUT HERE

N.B.—Cut the above Form out complete.

Don't run the risk of being late—fill in and post your coupons early.

Clues Across.

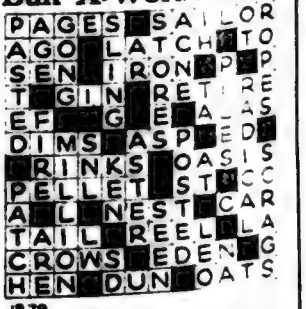
1. SUPERIOR BRANDY.
6. MATURE.
8. LABOURER IS WORTHY OF
9. RUN-AWAY LOVERS DO THIS.
11. BITTER HERB.
12. ALSO.
14. USED IN WARFARE
17. HAIR BECOMES, WHEN OLD.
19. MOVING FORWARD VIOLENTLY.
21. ORGAN OF HEARING
23. TWELFTH PART OF FOOT.
24. SOMETIMES STINGS YOU.
26. PRINCIPLE.
27. LAIR.
29. DONE TO HER HAIR
30. EMPLOYED.
34. MELODY.
36. EXCITING PLAY.
38. TUNE.
39. MADE OF OATS.
40. OFTEN POSSESSED BY DOCTOR
41. FUNCTION BEST WHEN CLEAR.

Clues Down.

1. WATCH THIS WHEN SHOPPING.
2. GREASY FLUID.
3. SUPPLIES HOUSEHOLD NECESSITIES.
4. PRECEDES MAIDEN NAME.
5. SWEET-SMELLING WOOD
6. SEEN AT ROYAL FUNCTIONS.
7. FAVOURED ANIMAL
10. BARGAINS ARE.
13. 16 TO A POUND.
15. GIVES US LIGHT.
16. FLUNG.
18. WILL EMPTY YOUR POCKET
20. TAVERN.
22. SEEN ON COMMON EARLY MORNING.
25. KEEN.
27. THESE HAVE MORE "DON'T" THAN SENSE.
28. A TRAP.
31. CONCERNING TWO
32. THESE HAVE FOOD AT
33. SEA BREEZE DOES FAVOUR FACE.
35. NOTHING.
36. FEMALE RABBIT.
37. WENT SWIFTLY.

Chambers' 20th Century Dictionary and Nuttall's Dictionary were used in compiling this.

Solution of 'John Bull' X-Word No. 79



JB 79

Result will be published next week.

The solution of "John Bull" X-word No. 79 is given here with as a matter of interest to our X-word competitors. We wish to emphasise that claims are required for this X-word, as all entries are being carefully examined by our staff.

Write to "John Bull" about it!

P. R. (Hull).—"Riding is becoming such a habit that ultimately legs will only be ornaments." But only some.

The EDITOR Replies

THE Editor may be flippant on this page, but his humour is never malicious. He likes to end up the week on a bright note. Serious questions are dealt with by the expert staff of our Free Advice Service

SADIE (New York).—"I have a little flat on the twentieth floor." Top hole.

S. M. (Rugby).—"I live on my merits." Poor fellow.

B. E. (Belfast).—"All the younger generation are alike in many respects." And disrespects.

F. T. (S. Shields).—"Women in Africa are clamouring for European dresses." Africa has the climate for them.

H. G. (Stroud).—"I'm not keen on backing horses." Most people prefer those that go forward.

U. L. (Penge).—"I shan't marry because I have too good quarters." Wouldn't you prefer a better half?

L. G. (Frome).—"My fiancée missed me in the fog." Nature can be very kind sometimes.

R. L. (Yarmouth).—"Yawning is good for the health." Provided the man who is telling the story is not touchy.

T. K. (Highgate).—"A Mexican exgeneral recently got married." After all, what is one more risk?

MODISTE (Edinburgh).—"Women in Victorian dresses all looked angels." In modern frocks they look all angles.

M. B. (Southport).—"Visitors are just like the sea waves." Which come with a splash and go away broke.

G. K. (London, S.).—"It takes steady nerves to mix cocktails." And, strangely enough, a very shaky hand.

N. O. (Ipswich).—"I'm the best player of the best team in the district." You certainly have some side.

INSURANCE AGENT (Egremont).—"Only insurance has made motoring pay." By putting cash into crash.

MIKE (Dalkey).—"What music does the giddy modern miss care for?" The Wedding March.

J. T. (Tonbridge).—"What sport would you suggest for a waitress?" Tennis; it might develop a faster service.

B. M. (Stourton).—"My girl is a picture, and she told me I was handsome." Don't forget that every picture tells a story.

G. R. (Pevensey).—"On the front I sprained my wrist, barked my shins, and had my fingers badly nipped." We know those deck-chairs.

J. F. (Braintree).—"It is almost a disgrace to admit that you cannot drive a car these days." Maybe, but it makes for longevity.

R. K. (Chelsea).—"I don't know whether to become a painter or a poet." Try painting. We've read some of your verse.

S. B. (Normanton).—"The man who gives in when he is wrong is wise." The man who gives in when he is right is married.

J. L. (Luton).—"I don't believe in lagging behind; I mean to be in the van." Mind you don't find yourself in the cart.

C. T. (Edinburgh).—"Who would deny that our M.P.s' salaries should be reduced?" Our M.P.s.

F. K. (Hayes).—"Does the woman golfer make a good wife?" She soon putts her husband in his place.

J. T. S. (Leith).—"What can a man make of those war novels?" Well, using a page at a time, pipe-spills.

L. C. (Ardwick).—"Seized for blackmail, a woman swallowed a letter she had written." We don't hear often of a woman eating her own words.

F. C. (Newcastle).—"What is there beyond a long, dusty road for the man on a walking holiday?" The 'bus he wishes he had taken.

L. F. (Shanklin).—"Do you advise me to invest my money in a going concern?" Yes, if you find out first of all which way it is going.

JAMES D. (Leeds).—"An income-tax inspector was off business for a week after being stung by wasps." And yet people go about swatting them!

M. A. (Liverpool).—"After opening a fair in his constituency, a well-known M.P. went on the swings and lost his hat." It is denied, however, that he next visited the roundabouts in order to get it back.

UNDERTAKER (Bristol).—"The tallest and broadest man ever born could be placed inside a coffin." We feel that way, too, when, sitting in front of us at the kinema, he suddenly stands up to take off his coat.

T. M. (Ely).—"According to a newspaper, dogs can now be fitted with artificial teeth." Imagine the baffled chagrin of the mastiff who, leaping to wrench the seat from the postman's trousers, suddenly remembers that it is still waiting for its gums to harden!

S. K. (Washington).—"American gangsters are faddy about their clothes." Dressed to kill, in short.

SHOPKEEPER (Streatham).—"A commerical traveller is a nuisance." Of course, his calling makes him one.

A. L. (Swanage).—"I played billiards from three to eight without a break." You must be a bad player.

T. J. (Cobham).—"Why are some criminals never found out?" Because they've been sentenced for life.

T. D. (Teddington).—"My dentist is a gentleman." And, we trust, a gentleman of good extraction.

C. Y. (Bexhill).—"A fire engine was used as a wedding carriage." The escape would have been better.

H. S. (Ealing).—"I intend showing my wife who is running things at our house." We expect she knows already.

HAL (Holyhead).—"A steamer recently eluded the American patrol boats by labelling its cargo of liquor 'Mucilage.'" Yo, ho, ho and a bottle of gum!

L. L. (Shrewsbury).—"People can't always remain young." But a good many of them remain childish for quite a long time.

T. F. C. (Woolwich).—"A short sentence can ruin a lad's whole career." But see what a short sentence can do for your career! There's still time to win the £2,000 offered on page 39.

B. S. (Becontree).—"My wife threw me down the stairs the other day. What should I do about it?" Move into a bungalow.

G. A. (Exmouth).—"At any rate, I know one girl who thinks her husband is perfectly wonderful." Oh! So you've just been to a wedding.

E. V. (Shoreham).—"I would rather never win at all than win by a trick." Evidently you do not play bridge.

C. C. (Dewsbury).—"One dose of my patent medicine will cure anything." We can't swallow that.

R. J. S. (Kingston).—"I shall not come to see you when you are busy." Then you won't see us at all.

F. K. (Harrow).—"A dentist has become a comedian." Doubtless he will still insert gags during his patter.

E. W. (Minehead).—"England is waiting for a man." We think it is more a question of getting rid of the old women.

H. C. (Dartmouth). — "Everybody ought to work an hour extra every day." Many people we know would then work an hour every day.

P. K. (Sevenoaks).—"I used to be an old flame of hers, but her father objected." And so, we presume, he put you out.

L. M. (Leeds).—"Lovers should not be allowed to travel in crowded compartments, but should have one to themselves." There would still be a tight squeeze.

P. N. (Eton).—"Bricks of any colour can now be made." These should add a bright and varied note to debates at which arguments are clinched with these missiles.

W. L. (Bideford).—"A man will always be in good health if he swims every day and drinks plenty of water." But it's not advisable to do both at the same time.

ARTIST (Chelsea.—"Michel Angelo was soundly thrashed by his father for carving in stone." This charming old parental custom has unfortunately been allowed to die out, as is evidenced by the statues in London streets.

(Many replies unavoidably held over)

SIDE-Slips

Examples of genuine unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. Mark envelopes "Slip."

THE SHEFFIELD DAILY INDEPENDENT:—"The latest TWO-piece is in THREE-pieces."

GLASGOW EVENING CITIZEN:—"A Leven butcher DIED with fatal results from a boat."

COALVILLE TIMES:—"Miss ———, of Peterborough (IN PINK SWEET PEAS)."

FRONTIER STORIES:—"The captain SIT him with a dark, piercing glance."

THE EVENING TIMES:—"Some had brought POWERLESS wireless sets."

HUDDERSFIELD DAILY EXAMINER:—"One woman pulled out a cigar CASE and began to smoke it with evident enjoyment."

EVENING STAR:—"A HOUSE has been taken off its HINGES."

EASTLEIGH WEEKLY NEWS:—"All four WORE SHELL-PINK dresses, two being of MAUVE."

THE CUMBERLAND AND WESTMORLAND HERALD:—"They had EMPTY glasses containing PORT WINE."

DAILY DESPATCH:—"He had carried on the profession of a DANGER."

OLD MOORE'S ALMANACK:—"A death registration must be made PERSONALLY within five days."

SOUTH WALES ECHO:—"Mr. ———, RAT collector, applied for an increase of salary."

SOUTH-EASTERN EXPRESS:—"He extended his arm for fully 15 YARDS."

ROUGHLY SPEAKING

all razor blades are alike - - -

SMOOTHLY SPEAKING

you cannot find any to equal -

MYATT DAYMARK BLADES

3D. EACH

1/3 FOR FIVE

Sole Manufacturers
W. J. MYATT & CO., LTD.,
BIRMINGHAM.

For this style of razor

WHY I USE POUDRE TOKALON

The Mousse of Cream Face Powder.

In Poudre Tokalon the mousse of cream is scientifically blended with the finest air-floated powder (patented process), which makes it stay on all day long. 1/- a box. Compacts 1/3

Are You Losing Hair—or Bald?

Do you know that when the hair falls out, or comes out on the comb, the roots DO NOT come out also? They remain in the scalp, and in very many cases can be invigorated and aided to grow new hair again even after a long time, by using Kotalko.

Mr. A. Brown, of Hackney, is but one of the big legions of users of Kotalko who has proved this to be true.

"This time last year," he states, "I was completely bald. My hair had fallen out in patches, and even medical treatment failed to arrest the baldness. Finally, I had not a hair on my head.

"I then used Kotalko, and the results have been amazing. My friends marvel at the complete new hair growth which was brought on by the use of Kotalko."

Test-Box Coupon

If you have dandruff, or are losing hair, or if you are nearly or actually bald, use or copy the Coupon below.

To JOHN HART BRITTAIN, Ltd.,
2, Percy Street (53 R.L.), London, W.1.

Please send me, post paid, Testing Box of KOTALKO, with directions, for which I enclose threepence in stamps.

Name .....

Address .....
.....

PSORIASIS

Eczema and all other Skin Diseases Completely and Permanently cured by this wonderful Herbal Treatment. GUARANTEED RESULTS OR MONEY RETURNED. Every case treated individually with an experience extending over 40 years. Send post card for FREE BOOK sent under plain cover.

J. ROBINSON & SONS,
11, KUREM HOUSE, BRADFORD.

The Greatest of These—" Fund

Make this Dream Come True

ALBERT is a promising lad of sixteen. He won a scholarship. But he cannot find work.

The story of his home life is one of poignant misery.

Owing to bad health and slackness of trade, his father's tailoring business dwindled to zero.

"Any jobs going?"

About seven months ago, being unable to pay his rent, an ejectment order was made against him, and he was put out with his wife and eight children.

The only accommodation he could find was a basement where he stored his scraps of furniture, and the family lived there until an inspector of the N.S.P.C.C. called and ordered him to take his children out.

Having nowhere to go, he took them to the institution. The institution authorities gave him a week in which to find rooms.

Without means, and with a family of young children, this proved an impossibility. The best he could do for them when they were again placed on his hands was to take them to the nearest police station. Here he was ordered to take the family back to the institution.

Then Albert's poor, ill, harassed father was summoned to appear before the court for non-maintenance of his wife and children.

The magistrate, however, dismissed the case, remarking: "You are not a criminal. You are the subject of misfortune."

The present position is that Albert's father, deprived of his wife's help, cannot earn even 7s. 6d. to cover the rent of the basement where he carries on his odd tailoring jobs.

His wife is dreading the day when her baby will be weaned, which will mean separation. "When my baby is taken from me, that will finish me altogether" is her cry.

"I would be the happiest woman on the earth," she writes from the institution, "if I thought that I was going to have my home and children and husband all united again."

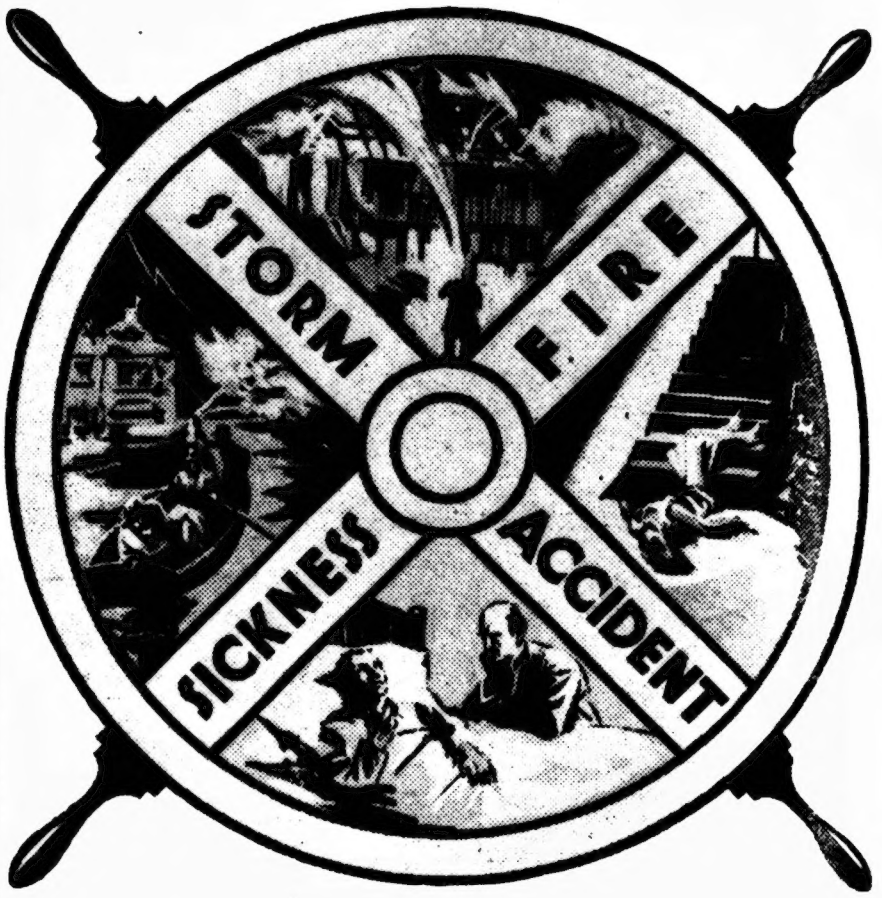
Donations sent to "The Greatest of These—" Fund, earmarked for this case, will help Albert's father and mother to realise their dream.

ACKNOWLEDGMENTS

M. S., 1s.; Anon. (Port Talbot), 1s. 6d.; J. E. L. (Northwich), 1s. 6d.; J. E. S. (Forest Gate), 1s. 6d.; B. C. B. (Grimsby), 2s.; R. A. M. C. (Gloucester), 2s.; Betsy Ann, 2s.; Phyl, 2s. 6d.; Inasmuch, 2s. 6d.; T. C. Millington (Nottingham), 2s 6d.; Anon. (Romford), 2s. 6d.; Llandudno Junction, 3s. 6d.; Bachelor for Duration, 5s.; Mrs. Betts (Ipswich), 5s.; Mrs. A. Collingham (Harehills), 5s.; Anon. (Tidworth), 10s.; F. (Rhos), 10s.; H. W. Rodwell (Camborne), £1; Mr. E. Ash (Charfield), 5s.; Taylor (Moldgreen), 6d.; Em. (Birkenhead), 6d.; Speed Up, 1s.; Chichester, 1s.; An Old Reader at Swindon, 1s.; Nebo, 1s.; A Widow (E.11), 2s.; J. N. S. B., 2s.; Anon. (Barrow-in-Furness), 2s. 6d.; Sympathiser, 2s. 6d.; W. E. Osborn, 3s. 3d.; Claud, 10s.; M. C. H. (Southampton), 1s.; Anon. (Long Eaton), 1s.; Lily (Beeston), 1s.; Mr. Baker (Market Deeping), 1s.; Sid Lewis, 2s. 6d.; Mr. J. Panalebury, 2s. 6d.; Laura, 6d.; H. J. M. (Bootle), 10s.; 3a, Cresswell, 1s.; Mrs. E. L. Cooper, 1s.; Mrs. Johnson (Dollar), 1s.; Tom Lodge, 2s.; Grateful Heart (Dundee), 10s.; Old Contemptible (No Pension), 2s.; R. K., 2s. 6d.; Anon. (Letchworth), 2s. 6d.

(Many acknowledgments unavoidably held over.)

If the Wheel of Fate



should play you a trick

You never can tell. You may go to bed one night only to wake and find your precious possessions a prey to hungry flames. Some day your house may lie in the path of a devastating storm or flood and you may be confronted with a big bill to make good your loss. An illness may strike you down and prevent you from following your occupation, or an accident may keep you laid up for weeks.

If you think that there is little likelihood of fate playing you a scurvy trick of this kind, remember that JOHN BULL has already paid over 54,000 cheques to registered readers under its Great Free Insurance.

Why risk it?

Don't gamble with Fate register for JOHN BULL's Great Free Insurance on the forms which you will find below.

Against Fire, Storm, Flood, Sickness, and Accident "John Bull" covers you free

CUT HERE

JOHN BULL

Hand this Coupon to your Newsagent.

To (Name of Newsagent) .....

Address .....
.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature .....

Address .....

Date .....

PLEASE WRITE CLEARLY.

J.B., 13/9/30.

CUT HERE

Post this Coupon to

"John Bull" Registration Department, Long Acre, London, W.C.2.

I have sent an Order Form to my Newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

.....
Reader's Signature

Age .....

Address .....
.....

Name and address of Newsagent. .....
.....

.....Date .....

Use ½d. stamp. Don't seal envelope. A certificate setting out the full benefit conditions and certifying registration will be sent if ½d. stamped addressed envelope enclosed for return. **PLEASE WRITE CLEARLY.** J.B., 13/9/30.

JOHN BULL'S GREAT NEW PEN OFFER

"STERLING VALUE."

I have great pleasure in recommending the JOHN BULL PEN. I find it of sterling value, supreme in quality and workmanship. A first class pen. — J. LAVERTY, 15, St. James Square, Motherwell, Lanark.

Cash the Coupons! Grasp this opportunity to become the possessor of the famous JOHN BULL Pen fitted with 14-carat solid gold nib, iridium tipped. With each pen is presented a 2/6 Everpointed Pencil Free, heavily plated, complete with re-fills. Written guarantee accompanies both pen and pencil.

'John Bull's' Pen Coupon Value 6d.

Two of these Coupons (value 6d. each) will be accepted as One Shilling in part payment of the JOHN BULL Pen.

For the 5/- Pen send 2 Coupons and P.O. for 4/-
For the 3/6 Pen send 2 Coupons and P.O. for 2/6.

Add 3d. for postage and insurance in each case.

State if fine, medium or broad nib is desired (cross out grades not suitable). Name engraved in gold on Pen, 6d. extra. Give name or initials required. Cross remittance / & Co. (make payable to JOHN BULL).

Address: "John Bull" Pen Dept., 93, Long Acre, London, W.C.2.

ENORMOUS
BULLETS' FIRST and
£2,000
£34,835 CASH ALREADY WON IN BULLETS' THIS YEAR
SECOND PRIZE £100
10 of £5
25 of £1
THIRD PRIZE £50
10 of £2·10
1,000 of 2/6
10,000 'TARGET' PRIZES
NEW 7/6 PRIZES
To 1,000 entrants we shall award a prize copy of the BULLETEER'S TREASURE BOOK
("Roget's Thesaurus" published by Longmans, Green & Co.)
It contains 691 pages of valuable assistance to would-be winners, with a special introduction by the Competition Editor.
There's money in this prize!
Start your Autumn Campaign this Week!!

FINAL OPPORTUNITY TO WIN £2,000!

THIS week brings you one last opportunity to secure for a few simple words a *Bullets* fortune of £2,000. That sum is only the First Prize; there are hundreds of other rewards awaiting good *Bullets*.

These further awards include £100, £50, other big cheques and 1,000 copies of *The "Bulleteer's" Treasure Book*. The unique assistance provided by one of these 7s. 6d. volumes may bring you pounds in prize-money.

A *Bullet* consists of any TWO, THREE or FOUR WORDS of apt and original comment coupled neatly to any of the *Examples* given on this page. As a specimen, suppose you choose the *Example* FERTILE IMAGINATION the addition of the words SOMETIMES PRODUCES "PRISON CROP" would complete a typical *Bullet*.

Study winning styles in the successful *Bullets* below, enter by Saturday, September 20, and one of your efforts may enrich you by £2,000.

WINNERS OF 25 BIG CASH PRIZES!

FIRST PRIZE OF £300, COMPETITION No. 771:

Mr. S. T. **Shadford, 35, Wilmot Road, South Tottenham, N.**
Example:—HOLIDAY SPIRIT.
Bullet:—"JAM" TO-DAY—DAMN TO-MORROW!

SECOND PRIZE OF £50:

Mr. E. Barnwell, 10, Station Road, Gt. Linford, Bletchley.
Example: Dangerous For Children
Bullet: Motors—For Adults, Scooters.

THIRD PRIZE OF £25:

Mr. J. Sinclair, 18, Maryland Street, Liverpool.
Example: Makes Landlady Smile
Bullet: "Full House"—"Adults Only."

2 PRIZES OF £10 EACH:

Mrs. LEAN, Bland's Hill, Knaresborough.
More Progress — Where? Echo Answers "Ape."

S. T. WIGNALL, 52, Frank Street, Preston.
Wrapped In Mystery—Story—Errand-boy Awoke Bandaged.

20 PRIZES OF £5 EACH:

Nurse A. M. ASHMEAD, 167, Park Road, Hendon, N.W.
Uphill Work—Salesmanship, If Prices High.

T. A. BAILEY, "Annherst," Kent Road, Mapperley, Nottingham.
Girl At The Office — Bread-winner — Or Snatcher!

T. BIRT, 179, Crogan Hill, Cadoxton, Barry, Glam.
Dangerous For Children—Naked Lights—Hidden "Light."

G. BURNETT, Matching Green, Harlow, Essex.
Captivating A Thirst—So Boss "Having Another."

E. EVANS, 60, Wakefield Road, Stalybridge, Ches.
Girl At The Office—Overslept—Thought Alarm Telephone!

Miss A. B. FARMER, 3, Richmond Road, Walthamstow, E.
Not For Publication—Failures—Unless Success Follows.

Miss M. GIBSON, 30, Riccarton St., Glasgow.
Ready For Anything—Till Landlady Lifted Cover.

E. HART, 70, Market Street, Bradford.
Dangerous For Children—Dad Finds Creaking Stair.
(Entered on "Target" prize coupon.)

C. HERBERT, 31, Oakley Road, South Norwood, S.E.
The Last Man In—Chicago Doorway—Peter Welcomed!

R. C. HIGGINS, 19, Warley Wood Avenue, Luddendenfoot, Yorks.
Spirited Away — "Magic Carpet" Labour Promised.

C. J. LAWRIE, 10, Marchmont Crescent, Edinburgh.
Fine Specimen—Schoolboy, Till "Stuffing" Spoilt.

D. J. MACRAE, Lochinver, Lairg, N.B.
Uphill Work—Premier Justifying His "Rise."

G. MOORES, 7, Imperial Street, Belfast.
Paradise For Two—Missus Suspects Dugout Was.

C. A. MORGAN, 70, Capel Crescent, Newport, Mon.
Dismissed — Thousands—Directors' Thousands Remain.

J. RAMSAY, 90, Donaldson Street, Burnbank, Lanarkshire
Without Delay—Or Without Through Delay.

H. SCOTT, 48, Bricknell Avenue, Hull.
A Good Omen—Curses—From Upturned Motor.

W. STANSBURY, 96, Prospect Road, Longwood, Huddersfield.
Uphill Work—Sleeping—Wife Counting Sheep.
(Entered on "Target" prize coupon.)

W. WARD, 22, Roman Bank, Skegness.
Paradise For Two—Fleet Street Apparently Becoming.

F. W. WRIGHT, 3, Lilford Place, Kettering.
Holiday Spirit—Retained—Life's Walk, "Promenade."

Miss E. YOUNG, 4, New Street, Thornhill, Dumfries, N.B.
Girl At The Office—Wife—Neglecting Wife's "Office."

A list of 25 £2 10s., 250 Holiday Parcels and 500 2s. 6d. winners can be seen at these offices.
ALL PRIZES HAVE BEEN DESPATCHED.

"BULLETS" RULES.

1. The First Prize will be awarded for what in the opinion of the judges in consultation with the Editor is the best Bullet received and the other prizes in order of merit, the test being cleverness, aptness and originality. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

2. Only two attempts may be written on each coupon, and a postal order must be enclosed at the rate of 6d. for each coupon made use of. This must be made payable to JOHN BULL and crossed & Co. Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor's decision on any matter of dispute arising in connection with this competition must be accepted as final and legally binding in all respects, and acceptance of this rule is an express condition of entry.

Employees of Odhams Press and their families are not eligible to compete.

SPECIAL NEWSAGENTS' PRIZES.

Cheques for £10, £3 and £2 respectively will be paid to the newsagent from whom the winners of the first three "Bullets" prizes in Competition No. 774 have purchased their copies of "John Bull."

The original cheque for 1,000 Guineas awarded to the First Prize-winner in Competition No. 770 will be displayed in the window of Mr. Rees, 21, South Trinity Road, Edinburgh.

Examples for "Bullets" Competition No. 774

TAMING THE TIGER
FERTILE IMAGINATION
MAKES WORRIES FLY
MAKING A MESS OF IT
TALKIE STAR
MIGHTY SORRY
SCENE OF DESOLATION
OUT OF THE LIMELIGHT
NARROW-MINDED
LIFE'S A HOLIDAY IF
HELPING HER
ANGEL IN DISGUISE
AMONG THIEVES
SPORTING SPIRIT
IN INDIA
SHE'S WONDERFUL, BUT
WHAT IT'S COMING TO
BREAKING DOWN
SOOTHING
SCIENTIFIC WARFARE
AWAY
LIKE GRANDMA
GROWING UP
BRUTE FORCE
WITH AN EFFORT
EVERYTHING
CONVENTION DEMANDS
BIG
RUN OF LUCK
HIS PUNISHMENT
CHARIOT OF PROGRESS
IN LIFE
HE'S DEAD NOW, SO
SPENDING
IN DESPAIR
SPOILT
COOKING THE ACCOUNTS
MOVING MOUNTAINS
I PREFER
TEST OF SKILL

Example _____ Closing SAT. Sept. 20
Bullet _____
Example _____
Bullet _____
(774) P.O. No. _____ Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 1 Coupon, send P.O. for 6d. Address _____

Example _____ Closing SAT. Sept. 20
Bullet _____
Example _____
Bullet _____
(774) P.O. No. _____ Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 2 Coupons, send P.O. for 1s. Address _____

"Bullets" must consist of Two, Three or Four Words.

Example _____ Closing SAT. Sept. 20
Bullet _____
Example _____
Bullet _____
(774) P.O. No. _____ Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 3 Coupons, send P.O. for 1s. 6d. Address _____

Example _____ Closing SAT. Sept. 20
Bullet _____
Example _____
Bullet _____
(774) P.O. No. _____ Signed _____
I agree to enter this Competition in accordance with the rules and conditions announced on this page. With 4 Coupons, send P.O. for 2s. Address _____

If you wish to send in further "Bullets" you can write them on plain paper.

Address Coupons: "Bullets" No. 774, "John Bull," Long Acre, London, W.C.2 (Comp.)

Every week regular readers of *Bullets Bulletin* are stepping up into the prize-list—you also will find its free weekly help invaluable. Apply for a free specimen copy, sending your name and address on a penny postcard. Or, better still, make sure of the next 12 issues by sending crossed P.O. 6d. (to cover postage) made payable to JOHN BULL. Address:—"Bulletin" Department, Odhams Press, Ltd., 19, Short's Gardens, London, W.C.2.

NEXT WEEK'S SENSATION 20 RADIO GRAMOPHONES & BIG FIRST PRIZE

MEAL TIME will be "HEAL TIME" if you take CICFA for your INDIGESTION

"IT HAS ABSOLUTELY CURED ME"

4, Church Avenue,
Ramsgate.
29th July, 1930.

Dear Sirs,

I feel I must write to thank you for your wonderful medicine. My life was a perfect misery with continual pain, ***afraid to eat***, etc. I am a professional pianist, also teacher, aged 70. I had to give it all up, then I tried Cicfa. ***It has absolutely cured me, words cannot express my gratitude.*** This is not "bunkum," but pure, unadulterated truth. I might say I tried many other remedies with no success. (Signed) CARRIE NORMAN SMITH

Of all Chemists, price 1/3 and 3/-

(The 3/- size contains treble the number of tablets).

HOLIDAYS—

with travelling, visiting, or eating away from home often cause Constipation. THAT IS NOT THE LIVER, IT IS INDIGESTION. ***Take Cicfa.***

Do you suffer for every mouthful you eat? **"MEAL TIME WILL BE HEAL TIME"** if you take Cicfa, which has this outstanding virtue—**its beneficial action begins with the very first dose.** You take it at the beginning of the meal, so that its valuable digestive ferments are at once released to mix with the food eaten, and so **digestion starts immediately.**

Cicfa is so markedly successful in even the most stubborn cases because it supplies the wonder-working ferments

(1) In the right form.
(2) In the right place.
(3) At the right time.

CICFA CONQUERS CONSTIPATION.

When there is Indigestion the food mass, being in an unfit condition to pass easily and smoothly along the Alimentary Tract, forms into little hard lumps, known as "starch balls" and the highly dangerous condition called "Static Constipation" ensues. *Purgatives give merely temporary relief, but their action is often violent, and is nearly always followed by more acute Constipation.*

CICFA HELPS NATURE.

Cicfa combines in ideal form essential digestive ferments which supplement Nature's own supply. In this way it eases the strain on the digestive organs, and so enables them to regain health and strength, bringing steadily nearer the day when you can eat *what you like* **when you like,** without fear of "reprisals." Cicfa, moreover, ensures that the food mass is properly dealt with at each stage in its long journey through the Alimentary Tract, and so it **conquers Constipation** by **removing the cause** and not merely *attacking the effect.*

TEST CICFA FREE

Send your name and address with this coupon and a 1½d. stamp for postage, and receive a liberal sample of this wonderful

CICFA

Only one sample given to each family.
THE CICFA CO., 8, Duke St., Manchester Sq., London, W.1.
JOHN BULL, 13/9/30.

Readers' attention is drawn to the Special "Bargains by Post" offers appearing on pages 3 and 12

FREE

IMMEDIATELY—COLLECT COUPONS AFTERWARDS

Your first packet of Navy Club Cigarettes entitles you to qualify to receive the set first and send Coupons afterwards.

Cuts out London or local Stations with one simple turn and brings in at your will: Paris, Berlin, Hilversum, Lanzenberg, Madrid, Hamburg, Oslo, Budapest, Turin, Huizen, Toulouse, and numerous other stations. Guaranteed to give entire satisfaction.

Mahogany case, Single Tuning Dial, Mullard Valves, Stadion Batteries, Equipped for Gramophone Pick-up.

FREE — A 23-Guinea 5 Valve "DENNIS" Super Portable

FREE—A Celebrated Full Size "CHELLOPHONE" Portable Gramophone for only 295 Coupons.

Strongly made case, with best quality fittings, and lid pocket for 8 records. Latest improved sound box, non-spillable needle box, 10 in. plush turntable, and exceptionally strong motor. You can also, if you wish, have 26 best quality records with your Gramophone at once, and collect the coupons afterwards, as for the Radio Set.

Navy Club VIRGINIA CIGARETTES

20 for 1/- 10 for 6d

Just as soon as you start smoking "Navy Club" Virginia Cigarettes you qualify for these amazing Free Gifts! Have the Gifts you choose AT ONCE, FREE, without any cash payment whatever and save up coupons as you smoke. Only the phenomenal increase in the sales of these superfine Virginia cigarettes makes this astonishing offer possible. "Navy Club" are made of rich, matured Virginia leaf; their fine fragrance and mellow smoothness tempt the most delicate palate. Ask your tobacconist for a packet to-day, and quality for your free gift by sending the coupon below. Get your Set or Gramophone now and enjoy it while collecting.

READ WHAT H.A., OF BRAMLEY, SAYS:

"We are delighted with the set, and I have considered it only fair to explain to the number of people who have seen it just how we came by it; it happens that at the hotel we stopped at there was not a wireless, so the set had an early opportunity of advertising itself. It was generally admired.
(Signed) H. A., of Bramley."

"Have received your 'Chellophone' Portable Gramophone, and must say it is a splendid gift. Apart from the marvellous free gift you offer, your Navy Club Cigarettes are real value for money and should make a name for themselves.
"Yours truly,
R. D., Deptford, S.E.8."

POST THIS AND GET 25 free coupons (worth 3/-)

COUPON

Post in halfpenny stamped unsealed envelope and enclose one empty carton of Navy Club Cigarettes to—

L. & J. FABIAN (C.B. 24),
74, NEW BOND STREET, LONDON, W.1.

Please send me 25 FREE Bonus Coupons, with list of Gifts and particulars of How I Can Get At Once, without any cash payment whatsoever, the 'DENNIS' Super Five-Valve Portable and/or the 'CHELLOPHONE' Portable Gramophone with 26 3/- Records **AND COLLECT COUPONS AFTERWARDS.**
I enclose one Navy Club empty carton.

NAME.....

ADDRESS.....

TOWN.....COUNTY.....

L & J FABIAN Branch of the General Tobacco Co. Ltd. 74 NEW BOND ST LONDON W1

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